

Mission: "This committee will facilitate and coordinate promotions for the Madison area community."

AGENDA

Call the Meeting to Order: Co-Chairs Peg Roehrlich and Stace Osthus

Members Attending: Jorgen Vosberg, Stace Osthus, Peg Roerich, Holly VanDyke, Chase Hanson, Melissa Hegg, Travis Sterzinger, Sharon Patch, Sarah Dettmann, Dan Buresh, Eric Hortness, Courtney Storm, and Megan Bousquet

Review of Minutes: August 9th, 2018 *Stace motioned, Sharon seconded*

Review of Agenda: September 13th, 2018 *Stace motioned, Sharon seconded*

Old Business

1. 2018 Community Promotion Events tentatively scheduled from Past Year Events

1. Chamber Welcome to DSU Students-Move in Day: August 17th, 2018

a. How did it go?

- Overall it went well.

b. What went well?

- Grillers and servers did a good job of keeping the line moving and keeping everything stocked.

c. Things to change?

- Minglers and people at water stations were unnecessary. Everybody was on a mission and didn't either have time to talk or didn't want to talk.
- We need more shade next year. Next year there will be canopies over the food area. It was suggested that we move the eating area to a place with more shade and have more places for people to sit.
- Courtney will look into having signs made for next year so it is easier to find.

2. Downtown "College Palooza" Idea

a. Pursue any further?

- The committee would like to see it either done during Downtown in MadTown or modeled after it. EX. Band, food, and Business Booths.
- It could help businesses advertise any part-time work they are offering. It also helps to get students off campus to see what Madison offers.
- There was an idea brought up about doing a "Bingo" card similar to what is done for Madison' Magical Christmas. The prize could be a couple of scholarships. The committee would like to see if they could do a promotion where Trojan Gold is worth double on that day. Courtney is going to follow up on how Trojan Gold works with Kim Wermers.

b. Next year idea?

- The committee decided to table this until the January meeting.

3. Chamber Trick or Treat: Wednesday, Oct 31st, 2018

- a. The city is requiring the Chamber to get signatures of all of the Businesses this year. Eric is currently working on it. Some ideas were thrown around for where to put DSU this year. Some ideas were The city parking lot between Weber abstract & Foley's Bar, Delon Mork's (DQ) parking lot, or possibly Encore's parking lot. Eric will also be reaching out to the DSU athletes to volunteer as crossing guards. Dan said there are hand stop signs at the fire hall we can use. Last year we told everyone to prepare for 500 kids and everyone ran out. It usually depends on the weather.

4. Shop Local Promotion: Friday, November 23rd, 2018
 - a. The consensus was to keep it the same as last year.
5. Storefront Window Decorating: Saturday, December 1st, 2018
 - a. The later date worked last year so we will be keeping it the same this year.
6. Madison's Magical Christmas: Saturday, December 1st, 2018
 - a. Sharon will talk to Harland to see if he will play Santa again this year. The committee is going to look into getting volunteers to be elves to help lift kids up onto Santa's lap. The Sleigh Ride is booked. A decision will be made next month on what movie will be played. Eric will get a list together of possible movies we can get the licensing for.
7. Additional Ideas?
 - a. No

New Business

Upcoming Events

- DSU Homecoming Parade: September 29th-10am
- Taco Tailgate for Rigoberto Aguirre on Friday September 14th – 5:30 PM

Next Meeting: October 11th, 2018 | Noon @ Hot Shots

Adjournment: 12:40 PM

Minutes prepared by Megan Bousquet