

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

**AGENDA** (no meeting held Dec 2016)

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

Members Present:

**Review of Minutes:** November 10, 2016

**Review of Agenda:** January 12, 2017

Introduction of Chamber Communications and Committee Coordinator– Courtney Storm

Old Business

Holiday Kickoff Review -November 25<sup>th</sup>, 2016

Activities 5 – 7  
Store Open Houses and Late Hours  
Music  
Specialty Treats  
Community Christmas tree  
Lighting 7 PM  
Music/Activity/Recognition

Member Business Holiday Display Contest - November 25<sup>th</sup>

33 competed, 9 recognized                      44 competed in 2015, 5 recognized

Overall Winner    Sample Our Flowers  
5 Categories were judged and honorable mention awarded  
Holiday Spirit – Unique Boutique Consignment, LLC  
Welcoming to Visitors – Sparkle and Sass Boutique  
Community Spirit – Power Promotions  
Originality – GSN Insurance, LLC  
Secret Sauce – Mochavino, LLC

Honorable Mentions:  
ENCORE Family Store  
Dar's Salon of Hair Design  
Pawn Shop/Surplus Store

Day with Santa Dec 10

Status Report from Co-Chairs  
400 children attended with parents estimated 1,000 attendees  
7 activity stations  
Many volunteers and donations  
See Chamber Newsletter for complete involvement

New Business

GMACC Newsletter Inclusions

Promote the Committee for additional volunteers – recruit at least one person each  
Ideas  
Chamber Membership Request for Volunteers Inclusion

2017 Community Promotion Events tentatively scheduled from Past Year Events

1. Lake Appreciation
2. Madison Discovery Day                      Saturday, July 29, 2017
3. Chamber Welcome to DSU Students-Move in Day
4. Chamber Trick or Treat                      Tuesday, Oct 31, 2017
5. Holiday Promotions-Start Earlier

- Shop Locally
- Holiday Kickoff and Community Christmas Tree- Nov 24, 2017
- Business Decorating Contest
- Day with Santa

Additional Ideas?

Promotional Ideas for winter 2017 or spring yet?

Pacesetter Basketball Tournament: February 25 & 26:

- **50+ Teams**
- Thoughts
- Assistance
- **This is a great exposure opportunity for Madison...ideas?**

2017 Discovery Day – Planning Sub Committee Interest

Planning Contracts, Discussion for invitation for organization and etc

Volunteers and Ideas welcome

Invite others to join in

Ideas on how to continuously improve

Set up Action

Next Steps

Chamber Upcoming Events

Madison/DSU Hosts the Legislature Tuesday, Jan 31 all day

Legislative Cracker Barrel: Feb 11 9:00 – 10:30 AM at DSU Science Center

**Next Meeting:** Establish time and location

No Meeting in December due to Holiday Promotions and retail extended hours

**Adjournment:**

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

**MINUTES** (no meeting held Dec 2016)

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

Members Present: Laura Boeker, Teresa Namken, Nathan Dailing, Dick Fawbush, Lisa Schaefer, Christina Mapp, Sharon Patch, Melissa Hegg, Melissa Lock, Travis Sterzinger, Rosie Jamison & Courtney Storm

**Review of Minutes:** November 10, 2016

**Review of Agenda:** January 12, 2017

Introduction of Chamber Communications and Committee Coordinator– Courtney Storm

#### Old Business

##### **-Holiday Kickoff Review -November 25<sup>th</sup>, 2016**

- Great weather. Dick from Stan's mentioned this was his worst Black Friday in years, but Sharon from Unique Boutique stated it was her best ever. It was also mentioned that Eric Sinclair stated Montgomery's had a fabulous day as well.
- All came to a consensus that planning needs to start mid-July to early August for this year.
  - Promotion for volunteers and events
  - Possible growth in activities
- Expansion for the holiday kickoff was discussed by splitting up Black Friday promos and Holiday Kickoff.
  - Lisa mentioned Dell Rapids holds "Christmas in the Dells" which includes the Christmas Tree Lighting, a Light Parade, Carriage Rides, concert and movies all the first weekend in December.
  - Discussion will continue at the February meeting about creating a shopping emphasis for Black Friday and moving the Holiday kickoff back a week or 2. This would also then be paired alongside Chamber Day with Santa.
    - Things to Include for Holiday Kickoff would include: Light Parade downtown, Chamber Day with Santa, Tree Lighting and other various activities.
  - Planning for Black Friday promotions including some sort of "Bingo" or punch card to draw people into the businesses on Black Friday.
  - Started to establish a Sub-Committee for Holiday Kickoff Weekend-Follow-up in February
    - Lisa Schaefer & Christina Mapp volunteered

##### **-Member Business Holiday Display Contest - November 25<sup>th</sup>**

- 33 competed, 9 recognized
  - 44 competed in 2015, 5 recognized
- Overall Winner: Sample Our Flowers
- 5 Categories were judged and honorable mention awarded
  - Holiday Spirit – Unique Boutique Consignment, LLC
  - Welcoming to Visitors – Sparkle and Sass Boutique
  - Community Spirit – Power Promotions
  - Originality – GSN Insurance, LLC
  - Secret Sauce – Mochavino, LLC
- Honorable Mentions:
  - ENCORE Family Store
  - Dar's Salon of Hair Design
  - Pawn Shop/Surplus Store
- All Agreed this went well despite the loss in participants.
- Suggestions:
  - Possibility of allowing the public to vote via new Chamber website
  - Advertising ALL window fronts decorated-potentially on Chamber website

##### **-Day with Santa Dec 10**

\*\*\*\*Cold and Blustery/snowy day\*\*\*\*

- 400 children attended with parents estimated 1,000 attendees
- 7 activity stations
- Many volunteers and donations

- A lot of good volunteers despite it being the same day as DSU graduation
- See Chamber Newsletter for complete involvement

## New Business

### -GMACC Newsletter Inclusions

- Promote the Committee for additional volunteers – recruit at least one person each
  - Encouraged everyone to bring a friend to meetings
  - Group picture to be taken at February Meeting
    - Courtney will put in Newsletter as an invitation to help promote the committee and recruit more participants.

### -2017 Community Promotion Events tentatively scheduled from Past Year Events

#### 6. Lake Appreciation: First Saturday in June Saturday, June 3, 2017

- Location: Broadwater as they have expressed interest and willing to put up a tent to accommodate the extra people.
- Discussion was had about promoting Madison more in a sense than just giving people free lunch and Gift Certificates.
  - Gift Certificates are usually around \$2,000 total and there is a drawing going on most of the day.
    - Stace did ask about tracking redemption of the gift certificates to make sure they are getting their use, and Dick stated that he almost always sees them come back into Stan's to be used.
- 2/3 of the cost Rosie mentioned was postage and printing costs for the mailers.
  - Lengthy discussion was had about how to cut the cost of the mailers by going to email or a saturation mail. Both ideas were decided not to be used, but rather cut the mailing all together. The group agreed to post informational flyers and use social media to market the event as it is always the same weekend every year.
- Rosie brought up the fact that the lakes were thinking about putting together a Lakes Rummage Sale.
  - This was decided as a bad idea to do Lake Appreciation the same day since it would bring in people from other communities rather than the greater Madison area.

#### 7. Madison Discovery Day Saturday, July 29, 2017

- Discussion was had about potential change in date from the last weekend in July to the first weekend in August. This is in an effort to combine Discovery Day with Achievement days (4H) and create a weekend of events rather than two separate smaller event weekends.
  - This would involve a potential move of the Road Race and MART in the park.
  - Peg is going to contact Melissa Miller and follow up regarding a change in weekend.
  - Further discussion at the meeting in February after follow-ups have been made. Once a decision has been reached, group will begin discussing promotional materials.

#### 8. Chamber Welcome to DSU Students-Move in Day

- This was decided upon as a perfect time and location since it provides the opportunity not only to welcome the students, but also their parents.
- Contact will need to be Mandy Parpart and Kelly Whiting for exact dates

#### 9. Chamber Trick or Treat Tuesday, Oct 31, 2017

- Group decided to do more promotion for this event. Possibility of including individuals instead of just businesses to participate.
- Foley's Volunteer to help watch intersections.
- Possibility of utilizing both sides of the street.

#### 10. Holiday Promotions-Start Earlier-Discussed in length under old business

- Shop Locally
- Holiday Kickoff and Community Christmas Tree- Nov 24, 2017
- Business Decorating Contest
- Day with Santa

#### 11. Additional Ideas?

- Promotional Ideas for winter 2017 or spring yet?
  - Laura had an idea to do something like the Salem, SD Amazing Race- Progressive race to different businesses.
    - Potential for May Day event-Further discussion needed at February meeting

### -Pacesetter Basketball Tournament: February 25 & 26:

- 50+ Teams
  - This is a great exposure opportunity for Madison

- Could be a huge increase to the economy
- Possible Welcome to Madison Sign @ Event
- Promotional piece-unique things to do in Madison
- Courtney to email Bud Postma and see what efforts he is needing from volunteers.
  - Follow up with committee members to secure volunteers for event
    - Possible 6-8 people for a couple of hours
    - Hand out area guides with local business coupons and greet out of town people with a friendly face

**-2017 Discovery Day: Planning**

- Sub Committee Interest?
  - Peg Roehrich
  - Stace Osthus
- Courtney to email Josh Irish and see when a good time for a co-ed softball tournament would be, July 29<sup>th</sup> or August 5<sup>th</sup> to pair with Discovery Day
- Follow up discussion and further planning to start at February meeting

**-Chamber Upcoming Events**

Madison/DSU Hosts the Legislature Tuesday, Jan 31 all day  
Legislative Cracker Barrel: Feb 11 9:00 – 10:30 AM at DSU Science Center

**Next Meeting:** Thursday, February 9, 2017-NOON @ Chamber Depot

-All will bring their own lunch

**Adjournment:** 1:19pm

**Minutes taken by:** Courtney Storm-GMACC