



## Marketing & Event Committees

8/11/2021

### DRAFT MINUTES

**PRESENT:** Jackson, Karla, Denise, Katherine

Approval of [Draft Minutes of the 6/9/2021 meeting](#) postponed due to a lack of quorum. Will be voted on at the 10/13 meeting.

Katherine reported up progress for the Custer Replacement Fair. She created a slide deck for [SPONSORSHIP FEES & BENEFITS](#) and needs to activate the volunteer committee that has raised their hand to help organize.

Katherine reminded people of the [2021 Event Calendar](#).

Katherine reported that the 2021 Wine Walk will need to be canceled in 2021 due to a lack of firm participants or ticket buyers. This event seems to be a little too intimate with the Delta variant in the mix. An outdoor event would be better received. Jackson suggested a Fall Festival with a pumpkin carving contest for 2021 and a possible apple pie baking contest in future years based on one that he participated in years ago. Katherine will follow up.

Katherine reported an update on the Fairies & Scaries booklets. All 31 stories are written, Visibility Arts / JJ's List is working on illustrations ([see 3 samples here](#)). Katherine has reached out to Booked, Squeezebox, niceLena and Stumble & Relish to see if they would put the book in stock at their stores.

Katherine reported on the planned **HOLIDAY MERCHANT ORGANIZING MEETING** tentatively scheduled for Wed August 18. MDM is planning to purchase advertising for the district - FB/Insta, local options, can offer pod aggregation, sharing Small Business Saturday deals on our website. The Tree Decorating Contest will happen again, and will be accompanied by a Tree Tour/Open Houses at Businesses. There will be a Drive Thru Drop Off for charity including pics w/ santa and bubble, possible advertising matching funds and Holiday Monopoly.

Katherine asked for ideas to help with construction on Main Street. Karla suggested we Beautify Main Street by doing things like painting the catch basins? Jackson mentioned that LoLo at Few Spirits is looking for more local businesses to participate as they try to create a late night atmosphere at Main & Chicago

#### Mark Your Calendar for next Meetings:

- October 13, 2021
- December 15, 2021

**Adjourn**