



## **Meeting Minutes**

### **March 12 - Downtown Mainstreet - 2010 Marketing & Promotions Kick-off Meeting**

Committee Chair: Jan Eldon

#### **Attendees:**

Holly Gersham - Lyon Theater  
Kristen Delaney - City of South Lyon  
Janice Eldon - Jan's Skin Spa  
Diane Roest - Diane's Doll House  
Susan Stowe - Grande Trunke Home  
Kathleen xxxx - Kathleen's Gift Store  
Hugh Irwin - Resident  
Phil xxxx - Photography

#### **Agenda Topics:**

##### **● Quick Recap & Feedback regarding December Ladies Night Out Event**

- Agreement not to hold Ladies Night Out in December
- Concurrence by all to instead plan a **Downtown Holiday Open House** in early November with all businesses to kick-off the holiday shopping season

##### **● Scheduled Ladies Night Out Dates (1st Half of Year)**

- March 25
- June 24

#### ***Advertising/ Communication***

- Advertising means via flyers and email /Facebook due to time frame (March)
- K. Delaney to send email requesting who will participate in event

### ***Basket Participation/Coordination***

-- Gift Basket to be coordinated by D. Roest. All donations to Diane no later than **March 19th**

-- Gift Basket may be separated into more than one, but no more than three depending on # of items donated.

### ***Raffle Tickets & Drawing***

-- K. Delaney will email Raffle Ticket form to downtown business distribution list

-- Gift Basket Drawing will be held at Tuscan Cafe after 9:00pm

-- All businesses should take their own raffle tickets to the Tuscan Cafe following the event.

### ***Communicating Feedback (Process)***

-- Utilize City of South Lyon Facebook Page

### **● Downtown Saturday Night Events (Chamber / DDA)**

-- Scheduled dates May 15 and July 24

-- Band & Tent being coordinated by Chamber

-- Utilize existing banners/signs to raise money to fund events through advertising packages. DDA Marketing/Marketing Promotions Committee and Chamber to meet again on March 24 to work on Advertising and Theme

-- S. Stowe to contact Lakeland Printing to have included in next Buyers Guide

-- J. Eldon to contact Marketeer

-- Suggestion to coordinate retail event during the day (Christmas in July/Sidewalk Sale) - Kathleen interested in spear heading.

### **● Highlights from Marketing/Promotions Workshop in Franklin**

-- S. Stowe communicated recap of workshop and benefits for being part of the Mainstreet USA Project

### **● Co-op Advertising Plans**

-- Plan to be developed by S. Stowe/ J. Eldon for future meeting review.

-- Critical to gain participation as a downtown partner

### **● Cadence of Meetings**

-- Agreement by group to meet monthly, the 2nd Friday. This coordinates with DDA Meeting on Thursdays, therefore Marketing/Promotions Committee can communicate updates in a timely matter.

## **Marketing/Promotions Committee Meeting Dates:**

April 9

May 14

June 11

July 9

August 13

September 10

October 8

November 12

December 10

\* All meetings to be held at Tuscan Cafe unless otherwise noted.

### **• Other topics discussed**

#### **Holiday Jingle**

-- Disappointment with events, communication, turn-out, etc. for 2009

-- Critical to form separate committee for success

-- Kathleen and Hugh Irwin expressed interest in getting committee started and K. Delaney also thought R. Bifano and D. Grimes may be interested.

-- Items to consider adding: Gift Wrap location, Holiday Luminaries along sidewalks, Some type of fun event to get people into stores (i.e. Scavenger Hunt).

#### **Downtown Trick or Treat Night**

-- Determine if we want to have or not and then form committee as necessary.