

MARKETING & PROMOTIONS MEETING

LANDMARK CAFE

October 22, 2009

ATTENDING: Lynn Sottile, Leah Fiano, Anne Miller, and Pete Harris

STAFF: Tana Parseliti and Sabina Wilson

1. Halloween Happenings – A Safe Downtown Trick or Treat – Ms. Parseliti reported that 35 businesses are participating in the Safe Downtown Trick or Treat and that the Hartford Courant gave the event front-page space. Of course, weather is an issue but all activities except Chalk the Walk will go on rain or shine.

2. Fall Fest Review – Ms. Parseliti reported that the Fall Fest Flyers were emailed to all of the New Alliance employees and delivered to downtown businesses, all the SHARE sites, Manchester High School, and Bennet Middle School. Press Releases were sent to the Journal Inquirer, the Reminder and area TV stations. Channel 3 highlighted some of our scarecrows during the Town-by-Town segment of the 6:00 pm news on Wednesday October 21. Pete Harris reported that his business has had a very good month and attributed it to the fact that so many activities were going on and there was a constant blitz of advertising. He will check in with some of the other antique shops. All agreed that this event would only grow, improve and bring more people downtown.

3. Holiday on Main – Ms. Parseliti shared the Program of Events with the committee. Planning is well underway and the events are as follows:

- November 23- January 6 throughout the Downtown – Lighted snowflakes on streetlights along Main Street. The committee will ask the businesses to put white lights in their windows to continue the themes.
- Life-size snowman family created by the Manchester Art Assoc. at the Gateway Garden at Main & Center St.
- Holiday Window Display – Festive window displays including Gingerbread Villages and more. Anne Miller generously donated her window for decorating and it is the committee's hope to find at least two more windows for a major decorating theme.
- Thursday, Dec. 3rd – 6:45 pm – 7:45 pm Downtown Christmas Tree Lighting on the Lawn of St. James Church.
 - Master of Ceremonies, WTIC Morning Sportscaster, Scott Gray
 - Musical Performances by Summit Singers and Silk City Barber Shop Chorus
 - Community Carol Sing
 - Arrival of Santa via Manchester Fire-Rescue-EMS Fire Engine
 - Costume Characters
 - Lighting of Community Christmas Tree
 - Toy drive to benefit the Blue Angels Foundation
 - Hot Chocolate compliments of the Salvation Army

- S.H.A.R.E. The Holiday Trolley – Saturday, Dec. 5 – 11 AM – 2 PM
 - The S.H.A.R.E. Trolley will shuttle visitors between the Downtown, Lutz Museum, Cheney Hall, fire Museum and Historical society sites where a variety of activities will take place.
- Downtown Celebration Saturday, Dec. 5 – 11 AM – 2 PM throughout the Downtown
 - Horse drawn Wagonette Rides
 - Petting Zoo & Pony Rides
 - Visits with Santa
 - Strolling Costume Characters
 - Hot Chocolate & Holiday Crafts
 - Musical Performances
 - Ice Sculpting
- Holiday Promotions – Print & television commercials promoting Downtown and its businesses

4. Holiday Advertising – Advertising was discussed and Ms. Parseliti will explore different print, television and radio advertising options.

**NEXT MARKETING & PROMO MEETING:
THURSDAY, November 19, 2009
8:30 AM
LANDMARK CAFE**