

**Marketing & Promotions Committee
Subcommittee Meeting
2009 Main Street Mixer
October 16, 2008
8:30 AM**

MEMBERS PRESENT: Beth Ringo – Silk City Antique Shop
 Beth Lapp – Sellers’ World, Buyers Unlimited
 Michael Esposito – State Farm Insurance
 Lynn Schultz – Schultz Design

STAFF PRESENT: Tana Parseliti, Downtown Manager
 Sabina K. Wilson, Administrative Assistant

The committee for the 2009 business social met on October 16, 2008 at the Landmark Café to begin planning for the March 24, 2009 Business Social. All agreed that the social held several years ago was very successful and that many participants would like to see it happen again.

The first order of business was to define the goals for the social. It was decided that a two-tier approach would be taken.

Goals-

- To provide a fun networking opportunity for the downtown business
- To provide an opportunity for downtown businesses to raise awareness of their services and realize an increase in business as a result.

The audience for this event will be Downtown businesses and their employees.

The committee discussed ways to entice employees to take a little time out, partake of the food and get to know their downtown business neighbors. Ideas included:

- Drawing for a 20% coupon to use at a participating business
- Booklet of coupons
- Visit with bank managers so that they will encourage their employees to go to the social.

The committee then discussed how the social was run the last time. Everyone agreed that it was a great event but the name needed to be changed. Everyone agreed that the Army Navy Club was a great location as long as it was available and we could receive permission to use the facility. The following ideas were discussed:

- Change name to the Main Street Mixer
- Have it at the Army Navy Club where the committee will provide the food and soda and those who want a drink may purchase it at the Army Navy Club bar.
- Welcome table with a sign in sheet and name tags
- Tables where businesses can set-up a display promoting their business will be available on a first come, first serve sign-up basis for a cost of \$10.00 each. The committee will make signs identifying each business table.
- Committee will ask restaurants to donate party food or to be paid for at cost from the different restaurants
- Music - DJ
- Decorations – heavily decorate inside and the outside of the Army Navy Club.

Possibly go with an early spring theme with lots of potted flowers, white lights and in general a very early spring festive theme.

- Invent a game so that all attendees will have to go to each business table and see what they have to offer. (Ms. Lapp of Sellers' World, Buyers Unlimited volunteered to make-up the game.)
- Invitations will be designed and printed. (Ms. Schultz will design the invitation.)
- Ms. Parseliti will come up with a budget for the Main Street Mixer.

Note: The committee also discussed sponsoring one of the monthly Chamber Coffees as a means of promoting the Downtown. We could have the Guides available as well as show our new website. Tana will check with the Chamber to see if this is possible.)

The next step will be to send out a save the date notice. Ms. Parseliti will do that through email and/or a special notice.

Ms. Parseliti noted that the next meeting of the Marketing and Promotions Committee Meeting will be November 6, 2008 at the Landmark Café at 8:30 am.

Respectfully Submitted,

Sabina K. Wilson, Administrative Assistant
Downtown Manchester Special Services District
Recorder