

MAMSA Promotions Committee Minutes

May 8, 2006

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Attendees:

Amy Lubick	Ellie Bonde	Jim Gangawere
Debbie Holt	Mike Eacho	
Jennifer Schaffer	John Cherry	
Chris Bernido	Wendi Peters	

1. May Fest

(1) Cake Walk: MAMSA booth will be located down near the bank building; issues to be determined include picking up and organizing the baked goods; Chris B. suggested emailing out details and a suggested format (for listing ingredients) to the people who will be baking goods; cake walk will be done each day; decided to sell cupcakes for 50 cents instead of giving them away for free due to expenses for this event (e.g., banner); noted that MAMSA should encourage elected officials to donate baked goods; a generic sign will be printed for this and future event.

2. Newsletter

Sherry is working on the newsletter and it should be ready by the end of the month; a bulk mailing to 21771 is planned; printing quote is \$1200 for 12,000 copies; MAMSA doesn't have a bulk mailing permit; planning to use Ginny Buzzard Workshop's bulk mailing permit (6 cents ea. to seal for printing); then they must be grouped; to use their permit, we have to complete a three page form documenting our non-profit status through the Carroll Comm. Foundation. If approved it is 6 cents each to mail; Jim G. indicated that other communities are struggling with issuing a newsletter; question raised regarding issuing electronically instead of via mail.

Website: Group discussed including the new MAMSA web address in the newsletter. It was agreed that the URL would be MountAiryMainStreet.org. John C. will proceed with purchasing this and setting it up.

3. July 1st – Downtown Block Party

JoAnn from Déjà Vu has initiated this event; it is uncertain what tasks MAMSA needs to assist with for this event; Ellie will get in touch with JoAnn to see where this event stands and how MAMSA can assist.

4. June 12 Main Street Celebration

Amy is coordinating with Bruce Lorientzo. Invitations should go out next week. Cost is \$20 per person; He has requested a 50% deposit. MAMSA still needs to talk to Bruce about moving the tables out. Rob S. had offered to have a crew temporarily move the tables out. No presentation planned; event is an open-house mixer. We need name tags made for this event. Time is 5:30 to 8:30 pm.

5. Summer Celebration

Summer tent event discussed: dance/wine tasting/live music; Debbie H. raised the question about what activities would be provided for kids; Chris B. suggested showing movies inside the building where the trains were displayed during the Christmas event (Rob S's building).

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6. Downtown Promotions:

(1) Scavenger Hunt: Idea has been suggested for October. Jennifer noted that the Easter Egg Hunt was worth while because it brought people into her store. Kevin Murphy (Browning, Reagle, Murphy Insurance) suggested this idea to Ellie.

(2) Main Street Christmas: Want to increase the number of days the event is held; move tree lighting to Wednesday (only event that day; street will not be closed); Thursday night – Ellie has talked to the churches to encourage them to have some event this night (choir, dinner, etc.); Senior Center to have an art show; Library may have an art activity for children (e.g., book cover decoration); need to capitalize on the 5 wineries nearby...still plan to have the wine event on Friday night; Suggestions: gingerbread cookie decorating, horse & buggy rides, Department 56 club displays; need to form subcommittees for different activities. Holiday decorations: group discussed investing in these in the future; also discussed providing electricity to the other poles. Trains: Ellie needs to track down the contact info for this event.

(3) Wednesday Senior Days: downtown businesses to offer various discounts all day long, every Wednesday. Debbie suggested contacting the churches; Lorien to bring residents via bus on the first Wednesday of each month.

7. Miscellaneous

(A) MAMSA Brochure

Folded brochure that MAMSA has been distributing includes business names, contact info, and map; Now DBA has a similar brochure designed by Sherri that only lists the DBA members; Amy spoke to Carol C. to discuss combining efforts and printing only one joint brochure. Both groups plan to distribute these at May Fest.

(B) Advertising package

Year long package for \$2000 under consideration to be split between MAMSA and DBA. Question about whether this is money well spent.

(C) Joint events under consideration between DBA and MAMSA ~ sidewalk sale and 2nd Saturday events

(D) Meeting locations – consider meeting at downtown businesses; Jennifer agreed to have the next Promotions meeting at her Firehouse Pottery store.

NEXT MEETING:

June 13th 7 pm at Firehouse Pottery

Minutes by John Cherry