



Promotions Committee  
Thursday, November 16 2017  
8:00 a.m.; City Hall; Upstairs

**In Attendance: Maureen Owens, Sarah Hagen, Jessica Anderson, Nancy Suzor, Leanne Ackert, Kate Heady, Katherine Forrister, Jean Musilek, Dan Barron, Mark Heydlauf, Shelly Furgeson, Carissa Mulaney**

**I. Call to Order: 8:01**

**II. Approval of Minutes: October 19, 2017**

**III. Ongoing Business: Project Updates and Work Plans**

a. Restaurant Week (Kate): Terry from Villager Pub said that hunting season was a bad time to do restaurant week and suggested having a meeting with the businesses that participate after the event for feedback. It was suggested that it be moved to October and that sponsorships be started earlier.

b. Live Life Local (Jody): Same as last year; will limit to 5,500 tickets

c. Concert Series (Jean): Work plan finished for this and movies in the park.

Will promote DDA at events. There was money left over so they don't have to ask for so many donations. There will be no radio advertising in 2018 so those marketing dollars will be used for the acts.

**VI. Event Support Needs**

a. Live from Charlevoix (Maureen): Sold out; got good feedback. Libations for Live 2st event is Nov 18<sup>th</sup>; will have a signature drink and guest bartenders at Bridge Street Taproom. 3 Men and a Tenor will be playing in January.

b. Bridge Drop (Amanda): Need volunteers. Looking into partnering with boy scouts for activities.

c. Shadow Fest (Maureen): Tim out of town February so transitioning over to Mark Greiherbiel

d. Craft Beer Festival: ...

**VII. Volunteer Hours: 101**

**VIII. Good of the Order**

**CHARLEVOIX MAIN STREET MISSION**

*The mission of the Charlevoix Main Street program is to strengthen the year-round economic vitality of our vibrant historic business district through community efforts, events, and public/private partnerships while fostering a sense of community pride and ownership.*

**IX. Adjournment: 8:03am Motioned by Jean; Jessica 2nd**

**Next meeting: Thursday, December 21, 2017**

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