



## Brunswick Main Street Organization Committee Minutes

February 28<sup>th</sup>, 2019 at 9:30 AM

**Attendees: Sophie Smith, Julie Martorana, Mary Bellamy**

1. Auction
  - a. Workplan Review
    - i. Julie to input Auction volunteers into SignUp Genius
      1. Sophie to then send/ publicize Auction volunteer opps
    - ii. Sophie to create Press Release (Come to Auction) for FNP and Loudon Times Mirror
    - iii. Sophie to create Auction AD for Citizen
    - iv. Julie to take over Auction item reception/ organization for March 5-11<sup>th</sup>
    - v. Mary to help mail postcards (stamp and address label)
      1. Julie to print out address labels
    - vi. Lee to help distribute flyers week of March 4<sup>th</sup>?
    - vii. Mary to help weekend of Auction
    - viii. Mary and Julie tasked with Thank You notes
  - b. Auction Going Forward
    - i. Full thoughts and review to come AFTER Auction
    - ii. Adding/ changing to online
    - iii. Include more experience-based items
    - iv. We are the 3<sup>rd</sup> Auction in this area in this time frame
    - v. Incorporate experience-based Auction into Staycation Small City Saturday
2. Strategic Plan
  - a. Strategic Plan reviewed, prioritized and revision in process
    - i. Julie to redraft
  - b. Volunteer Program to be addressed over multiple years
  - c. Membership at the Own It Company
    - i. Sophie to further investigate
  - d. Fundraising Plan = major goal of 2019
    - i. Sophie to compile resources from Main Street America (*not discussed*)
3. Sponsorship Package
  - a. Sophie to create formal document for review at next Org meeting
  - b. Proposed Sponsorship Levels
    - i. Event Sponsor (single event) - \$250-\$500

- ii. Contributing Sponsor (2-3 events) - \$1000
  - iii. Premier/ Signature Sponsor (sponsors every event/ recognized at every event) - \$2,500 and capped at 2 sponsors
- 4. Upcoming Fundraisers
  - a. ***Did not discuss***
- 5. Bylaw Revision
  - a. Bumped timeline to give Organization Committee members more time to complete
  - b. Board vote in June for July implementation
  - c. Abbie to send digital version of Bylaws (if she has one)?
  - d. Once each component has been addressed, Mary has offered to compile