



MINUTES

Brunswick Main Street Promotions Committee Meeting

Thursday, July 25, 2019 7:00pm – 8:30pm

In Attendance: Julie Martorana, Alyssa Theodore, Abbie Ricketts, Mary Bellamy, Lee Zumbach, Ellis Burrus

Documents

Discussed Event/Fundraiser Guidelines, DRAFT FY20 Small City Saturdays

7:00pm – 7:20pm

DRAFT Event/Fundraiser Guidelines

Julie distributed an events/fundraiser guidelines document. Lee also distributed a similar document. Julie will merge the two documents into one comprehensive document and send it back out to the committee for review prior to the August Board meeting. The following edits were suggested:

- Describe that ad hoc events like Open Forums, Property Tours, Next Level seminar series are NOT considered an event or fundraiser
- Clarify the definition of a campaign (membership campaign is NOT included as a fundraising event)
- All workplans need to be approved within the fiscal year (note that event schedules must be determined in line with the fiscal year while publishing the event schedule is done on a calendar year basis)
- Small City Saturdays will have a line item in the budget for the entire series and sponsorships will be sought for the entire series instead of individual events.

7:20pm-7:40pm

FY20 Small City Saturday Series Events

February: Taste of Brunswick

There was discussion about making this a weeklong event like Restaurant Week. Restaurants would develop a unique menu for that week and people will simply go to the restaurant and participate. This making this a very passive event. Some members felt this would not provide the same sense of community and participants wouldn't get to visit multiple restaurants in a single evening as they can with the Taste of Brunswick.

April: Bike and Beer event

This is a bicycle event (not motorcycle) and could involve a race with the after party at Smoketown. There was a suggestion that we

get the City to repeal the outdated bicycle licensing law and use that as the theme for the event.

June: Pet-a-palooza and Potomac Street Mile

To be more supportive of our mission to downtown businesses this event could include pet sitters so that people can go to restaurants, etc. Also include some of the pet vendors from last year's Holiday Marketplace. Previously DNR came with birds, etc.

August: Competition (chili, sweet tea, pie or something else)

An ice cream eating contest or build a sundae contest was discussed where kids would create drawings of their most imaginative sundae and Karin Tome would select a winner. On the day of the event everyone could come to Towpath and sample the winning entry. Also discussed was having a Brunswick Fare where dishes from Brunswick's past are made and there is a tasting/judging for a Best of Brunswick winner.

October/September: Wine and Chocolate Walk

December: Hometown Holidays with Jingle Bell Run

It was suggested that for our larger signature events that we consider hiring an event planner since we have so few volunteers.

7:40pm-7:50pm

Staycation – August 10 Task Assignments

Totes will be distributed either in Square Corner Park or in several businesses from 11:00am-1:00pm on Saturday, August 10. Leftover totes will be given to businesses for further distribution. Totes will be stuffed at 6:00pm on August 8. Alyssa and Sophie are working on getting the stuff that goes into the totes. Only digital advertising will be used for the event with the exception of a Press Release to appear in the Citizen next week. A \$25 GBACC bucks gift card will be used as a prize.

7:50pm-8:00pm

Bonfire – Planning and Workplan Development – October 19

It doesn't look like there will be a Blair Witch Project component to this event. However, Julie suggested a promotion leading up to the event called Shop S'More Downtown. From October 1 to October 19, downtown shoppers will attempt to build a s'more by earning stickers for each purchase. Those that build all 4 levels of their s'more will win a prize. There was an idea that the prize might be Brunswick Bucks that can be spent downtown. Julie will be working on the workplan for this event.

ALSO DISCUSSED:

Wine and Chocolate Walk – September 7

- Abbie reported on the progress as follows:
- There will be a vintage fashion show on the 2nd floor of the Museum
- There will also be music from StripMall Ballads and Tomy Wright
- Tents will be put up in the Citizen Lot courtesy of Fred Lee George
- There will be 9-10 PopUp vendors
- Logo and poster design has been created by Katie Main
- Tickets will go on sale on our website next week
- Abbie will send Constant Contact message to last year's attendees
- Ticket prices will be \$25 at the door and \$20 in advance with a \$10 ticket price for those not drinking wine
- We will use Tourism Funds for the advertising
- Wine Stations will be in the Citizen lot, OwnIt, Roots and River, Museum and possibly Public Spectacle (Julie will check with them)

Red, White and Brew Wrap-Up

The invoice for the popsicles from Towpath Creamery is still outstanding. Without that we are at the bottom line of losing \$18 on the event. Ticket sales were the issue. Some members felt that the price was too high as several people that showed up the day of the event didn't buy tickets once they found out the price. A suggestion of changing the model of the event (should RWB be replicated in the future) to lower the ticket price to cover entertainment and BMS profit, food and drink to be sold at event and directly provided to vendor. There were many factors contributing to the lack of attendance as well (holiday weekend, excessive heat, etc.). A final report will be shared with the Board at the August meeting.

NEXT MEETING: Wednesday, August 28, 2019 at 7:00pm