

PROMOTIONS COMMITTEE MEETING AGENDA/ Minutes
1/22/20 7PM

1. SCS February, Taste of Brunswick (Feb. 8, 2020/Alyssa)
 - a. All downtown restaurants have agreed to participate.
 - b. Coupon book sent to printer Tue. 1/21/20.
 - c. Press release published in this week's Citizen.
 - d. Coupon booklets now available on website.
 - e. Food Expo event published to website
 - f. Jan-Feb Optimize Main Street campaign aligned to promote.
 - g. Need FB event listing. **(Thur. 1/23)**
 - h. Temporary event food permit in process.
2. Frederick County Visitor's Guide proof **[Sophie will submit to Board.]**
3. Frederick Magazine City & County Guide opportunity **[vote: no]**
4. Frederick County Chamber of Commerce/FNP Conduit advertising opportunity **[vote: yes]**
5. Digital advertising update (Sophie/Alyssa)
 - a. December Digital Promotions numbers were fine
6. Bikes and Beers (April 11, 2020/Alyssa) **[For 2020, decision was bike ed event at Smoketown, safety scavenger hunt around town.]**
 - a. We are a small fish, but maybe we can play up the hills aspect as a unique feature (they offer different length courses, including a fun run). Our location on the C & O could be seen as a plus.
 - b. Partner with Smoketown & Carlo to continue effort to support promoting Brunswick as a cycling destination.
7. Bike to Work Day **(May 15, 2020)** (Sophie)
 - a. Officially partnering with the City of Brunswick
 - b. Meeting to plan event will be Jan 30th