

## **Brunswick Main Street Promotions Committee Meeting Minutes**

**Date:** October 23, 2024

**Time:** Meeting started at 0:01 PM

**Location:** Zoom (virtual meeting)

### **Attendees:**

- Alyssa Theodore (Chair)
- Catherine Digennero
- Kimberly Lazarow
- Carmen Hilton
- Katherine Collins

### **Proceedings:**

- Meeting called to order by Alyssa T. at 7:05 PM.
- An agenda was shared by Promotions Brunswick Main Street for review.

### **Discussions:**

#### **1. Volunteer Efforts:**

- Discussion on successful outreach to high school clubs for volunteering at the Downtown Halloween party. Katherine reported eight high school students signed up.
- A paper form and an online landing page have been set up for volunteer sign-ins and contact collection.

#### **2. Downtown Halloween Party Preparation:**

- The committee discussed detailed event logistics, including game setups and volunteer assignments.
- Kim and Todd are setting up spaces for decorating starting Friday.
- The issue of accepting card payments via Venmo was raised and decided to be resolved offline.

#### **3. Milton Frech Jr. Potomac Street Mile:**

- Updates from Catherine D. and Alyssa T. on business sponsorships and volunteer recruitment.
- Three major sponsorships confirmed: H&R Block, Affordable Sheds and Garden Products, and Bowden Electrical Connections.
- Specific volunteer duties and snacks for the event were discussed.

#### **4. Holiday Marketplace Planning:**

- Discussions on vendor confirmations and logistics for the Holiday Marketplace.
- Possible use of the city's new restroom facilities during the event.

#### **5. Strategic Planning for 2025:**

- Emphasis was put on reassessing the current event calendar and considering potential new events aligned with the committee's roles.

- The need to draft 2025 work plans by December 31, 2024, was highlighted.

**6. Meeting Schedule:**

- Additional meetings were proposed to handle the heavy agenda, scheduled tentatively for November 7th and November 20th.

**Action Items:**

- Confirm with vendors and update participant lists for upcoming events.
- Develop and test strategies to update ornaments for sale at the Holiday Marketplace.
- Draft work plans for 2025 and review the current events listing in alignment with the Main Street objectives.

**Meeting Adjournment:**

- Meeting adjourned at 9:01 PM.
- Minutes submitted by Alyssa T.