

Minutes	Committee Name: Promotions Committee Date: January 18, 2007 Time: 8:30 a.m. Location UConn Waterbury Campus:	
Attendees: Jim Bradley, Allison Egan, Jeff Lapham, Eileen Lemay, Jim Long, Kathy MacNamara, Carl Rosa		
Agenda Topic #1: Tree Lighting Event		
Discussion: The tree lighting ceremony has traditionally taken place on the Green the day after Thanksgiving. This year, the Mattatuck Museum will be holding their holiday festival on November 30 th , and they have requested that the city do the same to tie the events together. We may want to think about ways that we can join the two events with other events within the same week.		
Action Items:	Person Responsible:	Deadline:
Think about holiday season events	Committee Members	Spring
Agenda Topic #2		
Discussion: Joe Bottone and Eileen are working on a meeting schedule for 2007. Once that schedule is established, Eileen will get it out to the committee members to mark their calendars.		
Action Items:	Person Responsible:	Deadline:
Work out schedule for 2007	Joe Bottone / Eileen Lemay	ASAP
Email dates to committee members	Eileen	By end January
Agenda Topic #3: Volunteer Committee		
Discussion: There are about 8 to 10 people who have recently said they would like to volunteer for Main Street Waterbury. A Sub Committee is working on a package and procedure for new volunteers. They would like to incorporate someone from each committee to be a part of the sub-committee. We are looking for a volunteer from the Promotions Committee to work with this group.		
Action Items:	Person Responsible:	Deadline:
Find Promotions member to serve on Volunteer Committee	Joe Bottone	ASAP
Agenda Topic #4 MSW Newsletter		
Discussion: Main Street is kicking off a quarterly newsletter to educate people about our organization and keep all the committees updated on what everyone is working on. Allison Egan and Kathy MacNamara will work with Eileen to write a piece for Promotions to submit for the newsletter by February 1 st . They will emphasize our past accomplishments and future projects.		

Action Items:	Person Responsible:	Deadline:
Write paragraph explaining Promotions Committee	Allison Egan/Kathy MacNamara	February 1st
Agenda Topic #5: Web Page		
Discussion: The link for Promotions Committee on the Main Street Web Page needs to be updated. Eileen will work with Joe to get it updated, and Joe can work with Bob DeZinno to get it posted.		
Action Items:	Person Responsible:	Deadline:
Work to get updated information	Eileen / Joe	ASAP
Work to update web page	Joe / Bob DeZinno	ASAP
Agenda Topic #6: Donation Canisters		
Discussion: Jeff showed us the prototype of the donations canisters recently created for Main Street. Kevin Bowler has put together a very impressive display of logos of all the successful events that Main Street has sponsored. The lay out will work well also for posters and advertisements for Main Street. Locations of the canisters in local businesses will be decided shortly.		
Action Items:	Person Responsible:	Deadline:
Distribution of canisters to downtown businesses		ASAP
Agenda Topic #7: Banner Program		
Discussion: Jeff Lapham reported that a map for all the poles and CL&P designations are very close to complete. Jeff has been waiting for catalogs of banner options. Carl has some books in his office they will look through. Jeff also created a list of tasks and deadlines with a goal of having banners throughout downtown by summer. Carl suggested that Jeff meet with Jim Nemece of Waterbury Public Works to coordinate the installation timing. He will try to do this prior to placing orders.		
Action Items:	Person Responsible:	Deadline:
Look at banner catalogs	Carl/Jeff	ASAP
Meet w/ Public Works to coordinate installation	Jeff/ Jim Nemece (Pub. Works)	Near future
Agenda Topic #8: Brass Buttons		
Discussion: The Brass Buttons calendar has received a very good response from downtown merchants who were handing them out quicker than we could print them. All 2,000 copies went out to various locations, including in bags at Louie's Pizza. Allison Egan offered to help Spencer with the project by proofreading the pamphlet before publication.		
Action Items:	Person Responsible:	Deadline:
Collect data for next edition	Spencer Parris	Mid February
Proofread before printing	Allison Egan	Mid February

Agenda Topic #9: Mardi Gross

Discussion: Carl stressed that Promotions Committee should play a more involved role in the Mardi Gross event held the Friday evening before Halloween. The committee needs more help in planning the event as the event has grown considerably each year for the past three years. This dynamic event has had the help of the Mayor's office, Shakesperience, UConn students and student Ambassadors in the past. A lot of ideas are developing, including a haunted house, with possible sites of Howland Hughes, Library Park, or St. John's courtyard, then tie in the restaurants after the event. Should possible talk to a production company for guidance. Carl hopes to have one or two members volunteer as liaisons from Promotions.

Action Items:	Person Responsible:	Deadline:
Looking for liaisons to get involved	Committee Members	ASAP

Agenda Topic #10: Movie Nights

Discussion: A lot of people are in favor of trying to bring back Movie Nights this summer. Promotions will look into this.

Action Items:	Person Responsible:	Deadline: