

Minutes	Committee Name: Promotions Committee Date: August 25, 2005 Time: 8:30 a.m. Location: Café Europa	
Attendees: Carl Rosa, Kevin Bowler, Anabela Maia, Tony Murvin (Shakesperience), Anthony Price (WDC), Ede Reynolds, Eileen Lemay		
Agenda Topic #1: UConncontest		
Discussion: Contest created to encourage UConn students to get out in the area and into downtown businesses. At UConn’s Orientation yesterday, they gave students tours of downtown and then broke them into groups and went to several different places downtown for lunch. Next week they will be able to pick up their gamepieces in the main lobby of the campus. They will need to get 3 stamps per quadrant to be eligible for the prize drawing on Sept. 13 th . Finishing up getting the ads for participants. We should keep track to see what businesses get the most traffic and also track which quadrants have more visits. Discussed the possibility that if this is successful, perhaps we should try to do one at NVCC and Post University to get their students into our downtown businesses. Could possibly suggest this at one of the monthly Education Roundtables that school administrators attend.		
Action Items:	Person Responsible:	Deadline:
Finish up the ads of participants	Kevin Bowler	ASAP
Put up poster in UConn lobby w/ gamepieces to pick up.	Kevin Bowler	Sept. 29th
Finalize prizes	Committee members	Sept. 12th
Agenda Topic #2: Events Calendar		
Discussion: Kevin passed around a tri-fold sample to get us started on the actual brochure that we hope to put into hotels and local businesses in Waterbury and surrounding areas. (Ede Reynolds said that there is a lot of steady activity downtown generated from the hotels.) First thing is to get some ads from people – Anthony Price said that WDA would be willing to take an ad, as will John Bale Books. Deadline is tomorrow for ads. We need to have a list of events for Sept/Oct by next week. We are hoping to also see if we can get restaurants to put them in the bags with their deliveries. We will also get a budget for plastic holders – we can put stickers on them that say “Property of City of Waterbury” and put them on counters of area businesses (and surrounding areas). Also will include library, museum and courthouses. There is an Event Information Form being distributed to different organizations that are having events that can be faxed back to Main Street to incorporate their events into the publication.		
Action Items:	Person Responsible:	Deadline:
Gather info for September events	Vanessa Logan/Peter Cunningham	ASAP
Gather info for October events	Kevin Bowler/Eileen Lemay	ASAP

Agenda Topic #3: Banners/Holiday Lights

Discussion: City has transferred funds to Main Street for Phase II of holiday lights. Drafted 250+ letters to go to downtown property owners and businesses asking for contributions for the holiday lighting program. Part of the money is under the condition that we put new banners by the mall and at the gateways to the downtown area. At gateways we can do banners for West Main, East Main, South Main & North Main. Next year we can do the Phase II of the banner program which will incorporate the downtown streets. We can sell sponsorships to have a drop down flag to advertise local businesses. Working on design of banners - color is based on the Waterbury flag (blue) with lettering in gold (brass). May be we can send a number of images to the banner design representative – can possibly have different images throughout downtown. The downtown merchants put in for a grant that included additional money for 15 banners with drop down flags that say “Shop Downtown.”

Action Items:	Person Responsible:	Deadline:
Get images to design rep.	Carl/Kevin	ASAP

Agenda Topic #4: Pub Crawl/October Fest

Discussion: Anthony Price of WDC offered a suggestion of a project to have a Pub Crawl/October Fest type event. The Promotions Committee will take this project on with the support of WDC. Anthony is working with a distributor who will donate all of the posters and/or banners promoting the event with dates – all done for free. It may be good to develop a relationship with this distributor, then we can work with them on other events as well. Would like everyone who will participate to register and get an ID with the event name. Can do this by selling tickets for a minimal amount to participate and we can use the proceeds to encourage establishments that participate to provide food. Should plan a well-thought out route with a beginning and ending place. Formed a sub committee consisting of Carl Rosa, Kevin Bowler, Eileen Lemay, Anthony Price and Julian (Borus). Sub Committee will meet at Borus on Wednesday, Sept. 6th at 5:30 pm. Anthony will have WDC’s attorney look into liability for Main Street name to be used for this event, and whose name the check would be made out to. Kevin is aware of a group from “Black Rock” who has been doing this for a few years and will contact them to get advise from their experience, such as what day/time of week works best (Friday evening vs Saturday afternoon).

Action Items:	Person Responsible:	Deadline:
Recruit restaurants to participate	Sub Committee	After Labor Day
Establish date in October	Sub Committee	Tues, September 6th
Check legal issues	Anthony Price	Start after Labor Day
Publicity	Sub-Committee	Start after Labor Day

Meeting adjourned at 10:10 a.m.