

Minutes	Committee Name: Promotions Committee Date: 9/15/05 Time: 8:30 a.m. Location: Timexpo	
Attendees: Kevin Bowler, Cassie Santana, Carl Rosa, Cathy Conti, Anabela Maia, Jeff Laphram, Eileen Lemay, Peter Cunningham and (guest) Karen Pollard		
Agenda Topic #1 Introduction of Guest Karen Pollard		
Discussion: Carl introduced Karen Pollard to the committee. Karen is the current President of Main Street Waterbury. She began her term 2 years ago and will continue as President through March 2006. At that time Steve Sasala will become President.		
Action Items:	Person Responsible:	Deadline:
Agenda Topic #2: Events Brochure Update		
Discussion: The Events Sub-Committee is close to releasing the first brochure titled “Brass Buttons” which features events being held in the downtown area for the months of Sept. and Oct. This will be a bi-monthly free publication that we hope to distribute throughout the area. We have sold some ads to local businesses to cover some of the costs of publication. We will see how the size of the publication goes – if circulation increases, ad prices will increase as well.		
We discussed the possibility of putting them in bags with sales of merchandise or food from downtown merchants. Also discussed possibility of piggy backing on Observer delivery and putting a stack of Brass Buttons wherever the Observer is available. Vanessa will speak with John Murray from the Observer to discuss this and other possibilities, such as printing the events list in the Observer or inserting the brochure inside the paper.		
Action Items:	Person Responsible:	Deadline:
Finalize publication	Kevin Bowler	ASAP
Discuss working with Observer on distribution	Vanessa Logan	ASAP

Agenda Topic #3 Banners

Discussion: Banner program will begin with area around the mall, then work on the gateways to the downtown area. After the holiday lights come down we will concentrate on next phase of getting banners throughout the downtown area. These will include sponsorships with names of businesses or organizations on a “hang down” portion under the banner. These sponsorships will be discussed at the Board of Directors meeting. We reviewed several images/ideas for banners using a blue background (color of the City flag) with gold (brass) lettering. Also looking at different wording/phrases for banners.

Action Items:	Person Responsible:	Deadline:
Decide on images.	Kevin/Promotions Committee	
Decide on wording.	Promotions Committee	
Get information to company	Kevin is in contact w/ them	

Agenda Topic #4: Work Plans

Discussion: Didn't get into this topic fully, just began with composing a list of events that we have promoted in the past year. Some events are as follows: Downtown Restaurant Guide (b/w and color); Brass Buttons Events Calendar (under construction); Farmers Market, Holiday Lights, Holiday Kick Off Event; Downtown Draw (which will become Main St event); Community Day, UConntest, Ear Your Art Out; development of Street Teams, etc

Action Items:	Person Responsible:	Deadline:
To be continued . . .		

Agenda Topic #5: Thomas the Tank Weekend

Discussion: We should think about what we can do to put on an event to coincide with Thomas the Tank weekend next August. Could possibly talk to City about getting a one-day permit to have pre-packaged food for people to buy. Carl also mentioned the fact that Main Street should probably have a vendor's permit. Looking for ideas for events to tie in throughout the downtown area that will cater to young children.

Action Items:	Person Responsible:	Deadline:
Get any ideas to Carl or Kevin or bring to next Promotions meeting	Promotions Committee	

Agenda Topic #6: Signage from Highway

Discussion: Looking at the idea of putting some type of signs on Buckingham ramp garage that is visible from highway. Should work with City to “lease” these spaces that could be available for community oriented non-profits rather than commercial advertising. Could probably fit approx seven large signs.

Action Items:	Person Responsible:	Deadline:
Speak to Mayor's office about this idea	Carl Rosa	

Agenda Topic # 7: SalsaPalooza

Discussion: The Palace Theater in partnership with UCONN_Waterbury's Puerto Rican Latin American Student Organization are hosting events October 1st called SalsaPalooza to celebrate National Hispanic Heritage Month. They are hosting free activities from 3:00 to 7:00 pm at the UConn Campus. There is a performance in the evening at the Palace Theater (tickets are on sale) Also a post show party at La Cazuela's Restaurant as well as an underage party at the UConn Waterbury campus.

Action Items:	Person Responsible:	Deadline:

Agenda Topic #8: Community Day

Discussion: This is another event by the Palace Theater to promote local arts organizations. Main Street will work with the Palace to get the information on the event out as it develops. More to follow.

Action Items:	Person Responsible:	Deadline:

Agenda Topic #9: October Fest/Pub Crawl

Discussion. Local bars & pubs in downtown area are working on a pub crawl scheduled for mid October. Idea now is that people will sign up in teams of 10 people and each team will be given a different route to follow. There will be a common beginning and ending point, most likely Boru's (corner of West Main & Meadow/Willow). Hoping to charge minimal fee (\$7.00) – local establishments are being encouraged to provide some finger foods and entertainment. More planning to be done, but we will pass along information as soon as we have it.

Action Items:	Person Responsible:	Deadline:
		ASAP