

Minutes	Committee Name: Promotions Committee Date: November 9, 2006 Time: 8:30 a.m. Location: UConn Waterbury Campus	
Attendees: Carl Rosa, Joe Bottone, Kevin Bowler, Spencer Parrish, Jeffrey Lapham, Eileen Lemay, Allison Egan, Nicole Texeira, Stephanie Silva		
Agenda Topic #1: Recap Organization Committee Visit		
Discussion: Will set up sub-committee for recruiting new members for Main Street. Joyce Vicas from Organizational Committee will be the chair of the sub-committee. Each committee should have at least one member on this committee. Scott and Carl will send information to Joyce to get her started. Wendy Schrlau is a new volunteer that Kevin brought in. She has a marketing degree and does promotions for musical groups. Allison Egan from WDC has joined the Promotions committee and Kathy McNamara will be joining us in the near future.		
Action Items:	Person Responsible:	Deadline:
Get information to start up sub-committee	Carl/Scott	ASAP
Agenda Topic #2: Website		
Discussion: Working on getting pictures from the Downtown Draw event to Bob DeZinno to put on the website.		
Action Items:	Person Responsible:	Deadline:
Pictures to Bob DeZinno	Vanessa Logan	ASAP
Pictures on web	Bob DeZinno	ASAP
Agenda Topic #3: Brass Buttons		
Discussion: Spencer Parrish has collected 8 ads and will have 2,000 copies printed. He will distribute to hotels, Chamber, City Hall, Library, restaurants, CVB, etc. Trying to solidify relations with the two hotels downtown. Will eventually buy plastic holders (that say property of Main St Waterbury) for the brochures. We should track how quickly they go at various locations to determine who is reading them. Allison Egan of WDC and Joe Bottone will help Spencer gather ads in the future. They will develop a spreadsheet of advertisers to follow up on. Need to work with Bob DiZinno to also get the events on the website.		
Action Items:	Person Responsible:	Deadline:
Brass Buttons printed/distributed	Spencer Parrish	This week
Collect ads for future brochures	Allison Egan/Joe Bottone	On-going
Get events on website	Allison Egan/Bob DeZinno	ASAP

Agenda Topic #4: Banner Program

Discussion: Kevin and Jeff are working on cleaning up accuracy of the telephone pole inventory and will have it on a spreadsheet to track banners. They will use the CL&P number system to locate poles. As soon as holiday lights are complete, they will work with Ted Peterson on this program to try to get the banners up by spring. Will start working on getting sponsorships in the spring.

Action Items:	Person Responsible:	Deadline:
Refine spreadsheet to track poles	Kevin/Jeff	ASAP
Work w/ Ted Peterson to get banners	Jeff Lapham	January
Collect sponsorships for banners	Jeff & sub committee	Spring

Agenda Topic #5: Restaurant Guide

Discussion: Kevin has updated the listing. He is in the process of getting ads. Allison Egan will help Kevin with that. Eventually will work on coordinating the ads for all three (Brass Buttons, Banner Program and Restaurant Guide).

Action Items:	Person Responsible:	Deadline:
Get ads for restaurant guide	Kevin/Allison	ASAP

Agenda Topic #6: Brewfest

Discussion: A Wrap up meeting was held, and Terry will get back to us on that. Then we will look at dates to hold it next year. Allison is in the process of putting together a write-up on the event. Kathy McNamara has names of four brewers who may potentially be interested in opening a brewery/ restaurant in downtown Waterbury.

Action Items:	Person Responsible:	Deadline:

Agenda Topic #7: Fundraising

Discussion: Joe Bottone would like to put collection containers with the Main Street logo as well as the logos of all the successful events Main Street has had in high traffic areas downtown. This will not only raise funds for Main Street, but also bring awareness of the organization. Could possibly work on a post card with similar logos to go out in a mailing.

Action Items:	Person Responsible:	Deadline:
Develop containers for fundraising	Joe Bottone	spring

Agenda Topic #8: Eat Your Art Out

Discussion: Planning is underway for the next Eat Your Art Out event to be held on March 22, 2007, at the Armory. We are concentrating on keeping it an elegant event with an artistic setting. Have a landscaping architect to create an environment. Will have food vendors there, live entertainment, a café area, and bringing in an auction house to handle the auction. Will have a wine sampling (no cash bar) as part of the ticket price. There is a website already created and two chefs have already signed up. Would like to get 25 chefs and are hoping to attract 500 people. Will send out keep-the-date cards soon. This is a critical event needed to raise funds.

Action Items:	Person Responsible:	Deadline:

Agenda Topic #9: Third Anniversary Celebration

Discussion: Celebration of three successful years for Main Street Waterbury will be held on Wednesday, December 6th from 5:30 pm to 7:30 pm at the Palace Theater. All Main Street volunteers should attend and bring a friend or new volunteer with them. This event will showcase what we have done, solicit new volunteers and re-energize the group. Invitations will be out in the next week or so.

Action Items:	Person Responsible:	Deadline:

Meeting adjourned at 10:10 a.m