

<p>Minutes</p>	<p>Committee Name: Promotions Committee Date: November 22, 2005 Time: 8:30 a.m. Location: UConn Waterbury Campus</p>	
<p>Attendees: Carl Rosa, Spencer Parrish, Michele Larocque, Ede Reynolds, Jeff Lapham, Vanessa Logan, Joe Bottone, Eileen Lemay</p>		
<p style="text-align: center;"><b>Agenda Topic #1: Brass Buttons Event Calendar</b></p>		
<p>Discussion: We have developed an events form in PDF format that anyone can request from Carl to submit event info. Form should be returned to Carl, who will get info to Kevin. Must be an event taking place in the downtown Waterbury district. Space Age will print calendar, and Kevin will transfer that to Bob DiZinno/Adjectives LLC, to get put on our website. Michelle Larocque has volunteered to help Kevin with the compilation and submittal of event data to Bob DeZinno. Carl will send press release to new city editor about our events calendar. Vanessa will find out who we can speak with at the paper to get events in the paper now that they no longer have the “Walkabout” column. We can also send this info to the Observer.</p> <p>Joe Bottone will chair this sub committee to get data together. He will replace Kevin as chair of this sub committee to free up Kevin for some new plans. May be a good idea to invite someone from the newspaper to serve on this sub committee, as they are located in the downtown district. Although they have been helpful financially and have covered press releases that Carl has submitted, it may be to our advantage to have someone on the sub-committee.</p>		
<p>Action Items:</p>	<p>Person Responsible:</p>	<p>Deadline:</p>
<p>Kevin &amp; Michele will work to get data to Bob DeZinno for website</p>	<p>Kevin/Michele</p>	<p>End November</p>
<p>Press release to newspaper re events calendar.</p>	<p>Carl Rosa</p>	<p>ASAP</p>
<p>Get someone from newspaper involved in Events sub committee</p>	<p>Vanessa Logan</p>	<p>ASAP</p>
<p>Start working on events calendar submissions with sub-committee</p>	<p>Joe Bottone</p>	<p>ASAP</p>

### Agenda Topic #2: Dining Guide Update

Discussion: Waterbury Development Corp. is printing 10,000 copies of the Waterbury Resource Guide, which is a marketing piece for the City. They have offered to put our Downtown Dining Guide (B&W version) as an insert into this piece. Space Age Copy will absorb the cost of these as in-kind service (approx \$700). The Northwest Convention & Visitors Bureau is ready to print the first 5,000 copies of the color version of the Downtown Dining Guide. This needs to be updated with all corrections and sent electronically to NWCVB. Goal is to get this out the first week of December. Vanessa will check with Kevin to see if we have the most recent updates on this listing.

Action Items:	Person Responsible:	Deadline:
Check on updates/corrections	Vanessa/Kevin	By end November
Get latest update to NWCVB electronically	By end November	
NWCVB to print first 5,000 copies		Hope by first week December

### Agenda Topic #3: Banner Program

Discussion: Ordered 40 banners due to arrive in Waterbury today (Nov. 22). New holiday lights are arriving this week as well. Banners will be installed at gateways and in front of the mall. Two designs were selected for this Phase of the program; the horse and City Hall. When banner program expands, we will have additional images. This will be in Phase II of the program. At that time we will sell the hang downs as sponsorships. Promotions Committee will designate a sub-committee for this after the holidays. The banner company and other main street organizations will be able to assist the sub-committee with this process.

We can look at the possibility of having either just writing or including the logo of the sponsor for an additional price. Promotions Committee/Joe Bottone will look into the logos being available for the hang downs. Must also look into the poles, as some are owned by Northeast Utilities and some by the City. Carl will work with the Mayor's office/Public Works Dept. about this and also to see if there is a charge to have the banners hung, or if it could possibly be a contribution from the City to Main Street Waterbury. Will also see if they would hang them or if we can have a private company work on hanging these banners. Will also need to be sure that where the banners are hung will not interfere with where the holiday lights are hung. Would like to get this program launched in the spring after the holiday lights come down. Can possibly look at doing this program in phases; such as East Main Street, then around the green, etc.

	Person Responsible:	Deadline:
Work with Mayor's office/Public Works Dept.	Carl Rosa	January 2006
Designate sub-committee to work on sponsorships	Promotions Committee	January 2006
Launch Phase II of Banner Program	Sub Committee	Spring 2006

### Agenda Topic #4: Downtown Draw

Discussion: Downtown Draw is associated with the annual Bike Race that is scheduled for Saturday, May 20, 2006. Registration will be at 9:00 am; judging at 1:00 pm; announcements at 3:00 pm. Vanessa will give the committee a copy of the entire budget from last year, which consisted of some contributions and some in-kind donations. We will try to secure the YMCA in case of rain. Will start to concentrate on this in January.

Action Items:	Person Responsible:	Deadline:
Copy of last year's budget to committee	Vanessa Logan	January 2006
Form sub committee to get project underway	Promotions Committee	January 2006

#### Agenda Topic #5: Merchant Tie-In and Co-op Advertising

Discussion: Carl recently attended a seminar given by the Downtown Revitalization Institute (DRI). This concentrates on towns who are not large enough to start an entire Main Street organization. One speaker there was a woman who ran such an organization for Bolder, CO and discussed strategies they have used to promote their downtown. One thing that they did was to come up with a common theme which was a big hit. They came up with a slogan for their area "Hit the Bricks" because the streets are all made of brick. Once a week a different merchant would place an ad in the Hit the Bricks campaign to promote downtown Bolder in general (not necessarily their own company) and put in their own quote. Carl said that our committee should think about working with the merchants to start a program to promote downtown. We should work with the Downtown Merchants organization on this project.

This could be tied into a co-op advertising campaign. Joe Bottone stated that if we take out an ad for 52 weeks a year, it will be much less expensive per ad. Carl said that we do have a meager budget for each committee, but if we could possibly combine a portion of each for co-op advertising, then we could promote downtown Waterbury while promoting downtown businesses as well. Could possibly look at getting advertising in local newspapers as well as commercials on local cable stations.

Action Items:	Person Responsible:	Deadline:
Take this up and possibly form a sub committee	Promotions Committee	January 2006

#### Agenda Topic #6: Oil Drum Art

Discussion: Michael Crane is working to promote an oil drum program in Waterbury. This not only is a beautification program, but also encourages kids to participate in art. Michael wants to get this program launched in Waterbury and get students at the arts magnet schools involved. Carl and Michael are going to meet with the Mayor to see if they will come on board with this program. It involves painting 55 gallon drums to be used in parks and throughout the City as planters, trash receptacles, etc. Also had an idea of using them in parking garages. Michael has gotten some drums donated by Home Depot and has secured an area for them to be painted. He has also spoken with the Mattatuck Museum, the Art Department for city schools, and the Convention & Visitors Bureau. He has asked Main Street Waterbury to help promote this plan and get the word out. He wants to have this program launched sometime in December. Some items that still need to be discussed are the need for covers against outside elements, as well as chaining them down so they do not disappear.

Action Items:	Person Responsible:	Deadline:
Still in initial stages – to be discussed in more depth.		December 2005

Next meeting is scheduled for Thursday, December 15<sup>th</sup> at 8:30 a.m. at the second floor conference room at the UConn Waterbury campus.