

**Main Street  
Promotions & Marketing Committee  
March 10, 2010 – Around the Block Quilt Shop**

Meeting called to order at 7:05 p.m.

Attendance: Patrick Reagan, Becky Ward, Nicole Sundstrum, Terry Pohl, Larry Pohl, Tom Cousains, Stacy Feldpausch, James Espinoza Jr., Becky Ward, Cathy McCann, Rush Clement, and Sonya May.

- I. Downtown Block Party
  - A. Additional Events
    1. Reed & Hoppes/Kuesch's provide additional event for kids (Viewing or riding in tow trucks)
      - a. Take place in Ward's parking lots
    2. Balloon Launch – tag on to the end of the kids events with Tate's Playhouse?
    3. DJ-To play intermittently with Local Entertainment in the afternoon
  - B. Party Pavilion
    1. Volunteers-Becky Ward, Patrick Reagan, Sonya May, Korey Blastic, Cutting Edge girls have enlisted so far.
    2. Sponsors/Committed Monies-\$4,400.00
    3. Cost/Product-
      - a. Bud & Bud Light
      - b. Wrist Bands, Cups, Beer Trailer
      - c. Cost for all-\$1,000.00-\$1,200.00
    4. Beverage Tickets
      - a. Sponsored in kind by Midwest Business Equipment (5,000)
  - C. Advertising
    1. Mid-Michigan Radio
      - a. 250-300 spots already purchased
      - b. Sponsoring some additional
      - c. Builder's Lumber sign?
    2. Posters
      - a. Sponsored in kind by Midwest Business Equipment
  - D. Car Show
    1. Block Streets at 8 am
    2. Get with S & K to print dash plaques
    3. They get in touch with Tom Myers for the "DJ" for the afternoon
    4. Expect 100-125 cars for display
  - E. Tentative Schedule
    1. Car Show: 3pm-8pm
    2. Party Pavilion: 2pm-11pm
    3. "Rush Hour" (main headliner): 8pm-11pm
    4. Food Vendors: 2pm-6pm
    5. Children's Activities: 2pm-4pm
    6. Stage(local entertainment): 2 pm – 4pm

F. Miscellaneous

1. Finalize sponsors by March 19<sup>th</sup>
2. Break into sub committees
3. Next Meeting-March 23, 2010 at 6:30pm at Midwest Business Equipment

II. Portland Pay Day

- A. April 30<sup>th</sup> all letters out
- B. \$110 contribution to participate
- C. Drawing: September 8, 2010 at 7:00pm
- D. School Auditorium for rain date
- E. Should we remove stipulation to be present to win?
- F. Should we add turn in locations?

III. Volunteer Hours

Cathy – 6

James – 15

Nicole – 8

Rush – 1

Becky – 1

Sonya – 2

IV. March 24<sup>th</sup> & 25<sup>th</sup>

- A. Meeting with Todd
- B. Look for more info to follow