

OLD TOWN MARKETING MINUTES

Feb. 10, 2011, 8:30 a.m.

Location: MaryBelles Restaurant

Meeting called to order by Linda Robinson

Linda brought street fair applications and envelopes and labels. Marketing attendees all helped stuff envelopes for mailing.

TASTE OF CHOCOLATE/Linda: Moving along nicely. Good weather and lots of merchant participation this year. On schedule for Sunday, Feb. 13th.

CLASSIC CAR SHOW: April 21st.

- A. Invitation to restaurants to participate. Linda emailed out a call over a week ago. So far, no response. Will email another invitation.
- B. Entertainment: Will invite KAHN and use Hays lot for entertainment and food
- C. Posters/handbills: Mike Obrien will draft a poster
- D. Insurance certs have been requested from Vitas. Permits will be requested as soon as this committee has a walk thru with the Townsman Organization for "footprint" & map.
- E. Budget: \$ 250.00 voted and approved
- F. Beer: Don Baker will ask Alehouse to participate

SPRING STREET FAIR: May 15th

AMGEN: Old Town events.

- A. Budget: Voted at Board meeting to allocate another \$2500.
- B. Entertainment: Michael Gregory Band \$200. for 3 hours
- C. Banners/Hardware: Pole hardware for banners are \$97.00 each. Should come out of general budget for future banner use.
- D. Restaurants: Linda will email another invitation for participation
- E. Bike Sculpture:
- F. Melanie will research 1890's Bike Race and Bike Hall of Fame for ideas
- G. Voted to have a Street Dance on Monday May 16th. Use Central area and Alehouse to provide beer. Has ABA license to serve outside? And, ask restaurants to offer early dinner specials. Hours: 6-9 p.m. Invited Michael Gregory band to perform.
- H. APD will provide 2 bleacher sets and 2 toilets. Set up and take down. Ask CCC for help with traffic and clean up

CHAMBER MIXER in OT: Thursday/June 16th from 5:30 to 7:30. Use Hayes Lot (\$100. fee) invite restaurants to provide appetizers.

WINE FESTIVAL: Alex is Team Leader and will work with Teri Gibson with our committee

PA SYSTEM: Suggested OT hire someone to complete the project. Tom Stout has been working on it and Linda would like to see him see it thru first, then ask for bids from an outsider.

DBA/OTBA JOINT MEETING: Is scheduled for Tuesday, March 8th at 6:15 p.m. at the Masonic Hall in Downtown to discuss plans & details of Amgen with DBA and the APD

SPONSOR FUNDS For Old Town Events: Voted and passed at Board meeting

ART WALK/SHUTTLE: To be determined.

CINCO DE MAYo: \$100.

4TH OF JULY: \$150

AUBURN MOVIE NIGHTs: Up to \$500

PROCISSI LOT: TBA

OTAPS: TBA

ATTENDEES: Mike Obrien, Marilyn Ijams, Kathy Arnold, Lynn Madonna, Don Baker, John Lynch, Melanie Barton, Linda Robinson. Meeting adjourned