

BUY LOCAL

MINUTES

Tuesday, February 25, 2020; The Flying Pig, 9:00am

Purpose of Buy Local: Engage more people in Bellaire's downtown businesses, particularly including local and regional people throughout the entire year.

Meeting Objectives: Update the Activities and Events Plan as needed to begin 2020; begin to develop more specific plans for prioritized projects

In attendance:

Brenda, Trish, Shelly, Christy, Patti

Meeting started at 9:03am

UNFINISHED BUSINESS

Debriefing, updates on recent activities/events

February Giving Thursday, Bellaire Senior Prom – we don't have all the donated amounts yet for a total. But this Giving Thursday does seem to be decreasing.

Mardi Gras Masquerade – not our best event. Restaurants and bars were busy but shopping in stores were not good.

Experience Bellaire Map and Guide - Where should we send visitors (website) from Map and other advertising. We agreed to send readers to Destination Bellaire website from the downtown map. MAP: change black background on downtown map to navy blue to match our branding color scheme.

It was decided to print rack cards for the whole year – for the 3rd Friday events. Easy to tuck into map also.

2020 Coming up events/activities

Review draft of Third Friday details from planning group, particularly including March Housewives of Bellaire (written draft plan) Housewives of Bellaire. Handouts will be boas and huge diamond rings. *Shelly will look at DollarTree.com and DollarDays.com for \$1 boas.*

Derby Event. Each business will be assigned a horse and horse name. *Trish will bring more info to the next meeting.*

Whenever someone makes a purchase or wears a costume they get an extra chance to win in the drawing by collecting Gold Tickets and a Blue Ticket. All blue and gold tickets are handed in at the same time the passport is handed in. *Trish will create the gold and blue tickets.*

For purchases: the participant will receive a Gold ticket for each purchase in each business. Businesses can make up their own deals on how to get a gold ticket.

If guests dress up then they receive a Special Blue Ticket which is an additional entry into the drawing. These blue tickets will only be handed out when you get your picture taken at The Flying Pig. These colored tickets will help us know how many people are dressing up.

If sending things to Trish for the weekly emails, please send .jpg for a pretty picture and/or .pdf for a printable version.

FLOWERS: add a few more flower baskets each year. Hold contest to redo the triangle. Keep the contest 3-4 weeks long. Using our color scheme, landscaping design and signage.

BL group wants to do something with flags

Get sponsorships for some of these projects

Agree on initial approach to improving the flowers/planters for downtown this year and the Welcome triangle *Brenda will work on an initial plan for this and bring to next meeting.*

NEW BUSINESS

WAYFARING SIGNS

First year do temporary signs. Yard signs and A frame signs. Send letter to village and county about what our plan is.

PARKING: Can we find a designated parking areas for employees?

Wayfaring signage for this year: update, next steps, anticipated costs – we need more help on this subject. Looking for people to join our group that has some experience in this area. Some ideas were:

Designate 2 or 3 parking areas to be 'employee parking' such as the old Health Center and Mortensons lot. Maybe there is a small fee to maintain the private lots. This will open up other parking for customers. We need to stop telling people where they can't park, and start telling them where they CAN park! *Christy will bring this up to the DDA board to see if there's more feedback.*

Traverse Mag – had extensive conversation about advertising in Traverse Mag visitor guide and decided no for several reasons. Too high cost was primary reason but some of the business owners have had bad experiences with them in the past. Compared to other options available to us we're going to pass.

Member Sharing

Patti – Friends of the Veterans. Memorial Day. Can businesses offer a military discount that day? Parade starts at 10am. Looking for businesses to be in parade in memory of those we lost in battle. We should create and/or share a FB event for the parade. We will ask Jamie to create the event for the parade. Encourage store owners to decorate outside, take pictures and post on event page. BL group may purchase 1 calendar to add in baskets.

Meeting adjourned at 10:15am

Submitted by Christy Wilson, Secretary