

**BUY LOCAL
AGENDA**

Friday, May 1st 11am via Zoom

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

In Zoom attendance: Christy Wilson, Brenda Fink, Trish Fox, Doug Fox, Janet Piscopo, Shelly Dayton, Tani Carl

NEW BUSINESS

1. Share 'Safe Town' Guidelines for businesses – Antrim County has put together a team of staff to work on Guidelines for reopening. This group will wait to hear about the outcome. Christy shared a list of reopening guideline suggestions with Sue Palmisano to forward to the County group (EOC).
2. GoFundMe for PPE – Bellaire Chamber Foundation which encompasses Bellaire, Alden, Central Lake and Mancelona put out a GoFundMe site for donations for PPE for small businesses as they start to reopen. Antrim County is also working on gathering PPE.
3. Business owner feedback and needs –
 - a. Shelly mentioned downtown businesses are in need of Press from 9&10 News or other sources and promoting how our businesses are open (Promise or SAFE TOWN)
 - b. Shelly also mentioned that as businesses are starting to reopen, they all seem to be doing something different and it's confusing to know what we should be doing.
 - c. Doug mentioned we may not want hard guidelines from the government as it may cause harder issues for businesses and that business owners should get together to discuss amongst themselves how to operate safely.
4. Budget review: We all decided we will divide the budget as
 - a. Flowers \$2,000
 - b. Advertising \$2,000
 - c. Event Supplies \$1,000

That doesn't leave anything for signage and at this point may need to be pushed off until next year.

Marketing Ideas that came out of this meeting were:

- Downtown Deals – create a deal of the day working together with the downtown businesses and taking turns each day to offer a steal of a deal.
- Videos are hot right now. It's important to do videos especially telling customers what you're currently offering and how you plan to keep them safe.
- The downtown map is still moving forward. A little behind schedule but to be expected with COVID-19 going on.

OLD BUSINESS

Remaining 2019 events

- All events postponed until further notice including 3rd Friday events & Giving Thursdays. Giving Thursday recipients will be rescheduled at a later time.

Member information, sharing:

Christy shared that the DIA is still planning on bringing art into downtown Bellaire this summer, but it is being delayed at this point to sometime in June vs. May.

Respectfully Submitted by:

Christy Wilson
Buy Local Secretary