

BUY LOCAL MINUTES

Tuesday, January 28, 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:

Janet, Jamie, Brenda, Julia, Trish, Shelly, Durinda, Christy

Meeting started at 9:04am

There was discussion on keeping to agenda items for time. Try to keep meetings to an hour and discuss additional details during last 30 minutes.

Minutes from November 26 meeting moved to approve by Brenda and 2nd by Jamie. Approved by all. These will be sent out in regular Tuesday email and posted on the Village website under the DDA minutes.

UPDATES ON RECENT ACTIVITIES / EVENTS:

Holiday PJ event – Quiet event. There's a lot of competition for December events. Not a lot of people but everyone who did participate had a great time. We need to continue because a lot of people were talking about it after the event. We need to have one place where we use as a registration point for pictures and names, not necessarily a starting point. Still start anywhere. We need to promote that downtown businesses host this event. Trish will make a sign for promotion.

January Poker Run – 36 passports turned in. Weather was bad (snow) but groups were still out having a great time. Hello vino did poker karaoke in addition to the poker run and other businesses may want to do the same thing in staying with the theme. Need to advertise in Express more. Good number of participation! We were very pleased.

3rd Friday events - Make sure you get your donation items to shelly by Wednesday before event or at least notify her what you will be donating so she can promote you!

Experience Bellaire Map and Guide: There are some current deadlines we need to address immediately. Shelly will call Paulo today for update. We are already behind schedule. Per Brenda, we need to get the final list of people who will be included in the map from Paulo.

2020 COMING UP EVENTS:

Event Planning Meeting - Tuesday, Feb. 18th 9am at Flying Pig. This is a Planning meeting only for all 3rd Friday events. Bring ideas. Keep to 1 hour.

Many businesses have committed for full year of giving Thursdays.

Not many businesses have committed to the 3rd Friday events.

Giving Thursday, February 13, Bellaire High School Student Council

3rd Friday, Mardi Gras, February 21ST. Last year we handed out beads and that was fun. Shelly can order more beads. How do we get people to dress up or wear masks? If they dress up they get an extra passport. We're changing the name to **Mardi Gras Masquerade**. Trish and/or Shelly will look into purchasing masks and beads.

Art in Ice, Sweet & Nice, Saturday, February 29 (Chamber event)

Need to start working on drafting budgets for projects and advertising. Shelly has information on advertising in Express quarterly. Some additional ads may be necessary. Antrim review have free event postings. Jamie and Shelly to add our calendar of events in as many free calendar publications as we can. If we put a story together and put on Facebook, maybe someone like 9/10 news will pick up the story. Jamie will be more diligent on press releases because this is how news picks these stories up.

Brenda will start working on our budget with flowers and advertising.

We need to decide on some initial steps to begin the Wayfaring Signage project. Start with yard signs that say FREE Parking holidays and weekends after 5pm. We will stay within the sign ordinances and get drawings to Village. A way faring signage committee was formed. Way faring sign committee will hold a meeting after BL meeting. The committee is Jamie, Christy, and Shelly.

2020 BL meeting schedule

Continue meeting 4th Tuesday of every month at 9am at the Flying Pig. Last year we didn't meet in the summer, but we all said we should have met. So we're keeping the meetings scheduled on the calendar through the summer.

Misc. Member information sharing

Mortenson Parking lot – Mortensons really are supportive of the community, but this is not a public parking lot. If you are a business owner, out of respect, please contact Mortensons to make arrangements to park there. You just need to give a contact phone number and description of vehicle and they are happy to allow you to park there.

Janet suggested she pass out event flyers to businesses, grocery store, library, shanty creek early before 3rd Friday events so that employees of businesses are aware of the upcoming events since many employees of businesses were not aware of the events and would have dressed up or participated in some way. Janet wants an ad on the map if possible.

Agenda items for February meeting - Review of initial draft budget for DDA funding, particularly for marketing and downtown flowers/welcome triangle

Meeting adjourned at 10:36pm
Submitted by Christy Wilson, Secretary