



Merchant Meeting

January 10th, 2018 6:30pm

Agenda

- I. Welcome and Introductions
- II. Approval of Notes from Meeting of November 8, 2017
- III. Review of Holiday Marketing for 2017
 - A. Military Discount Program
 - B. Downtown Shopper Card Program
 - C. Small Business Saturday
 - D. Capitol Holiday Celebration
 - E. Home for the Holidays Marketplace and Parade
 - F. Lunch with Santa
- IV. On Line Marketing
- V. Lookerman Way Permit Parking Only
- VI. Bradford Street Construction
- V. Work Plans
- VI. Comments, Suggestions, Ideas



Merchant Meeting Minutes

November 8th 2017 6:30pm

1. Work Plans were finalized
2. Holiday Promotions were explained by Tina. The program was well thought out and committee members liked the program.
3. Downtown shopper card was explained by Penny who took the lead in this promotion for us.
4. An online marketing program was discussed and approved with a budget from our committee funds.