



## **OTAC Promotions Committee Meeting Minutes**

**Monday, 12/9/19 · 5:30 PM · Old Town Welcome Center**

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**Attending:** Charlie Fish, Lanita Byrne, Andy Gail, Amber Koehler, Alex Flanigan

Charlie provided a summary of the notes from November's informal meeting. The committee had decided on 4 primary activities: promotional passport mailers, Random Acts of Kindness weekend, Meet the Makers fair, and holiday pop-ups.

Charlie expressed that she didn't think starting in January was a realistic goal any longer. The committee agreed. The committee decided to begin in earnest in the 2<sup>nd</sup> quarter, allowing for the first quarter to gather figures and generate interest to ensure success in the first year.

The committee revisited the idea of a Windependent "buy-in" membership fee. Charlie felt it was important to ensure commitment but was uncertain what the dollar amount should be. Lanita suggested that the committee offer the first year at no cost to potential members, to build trust and interest without risk of return, while expecting that there would be a membership cost after the first year. Alex raised the point that if the committee wishes to do that, then we need to make sure we can account for all costs and expenses before promising anything, as otherwise the committee runs the risk of generating interest and then failing to follow through. A budget needs to be proposed and decided before anything else. If OTAC is not able to fund the project, then perhaps the Windependent! project can be partnered with OTWBA or even the Main Street Foundation as a way to handle funds.

The committee agreed to start on tasks to devise and approve a budget, prepare promotional mailers, and lay the groundwork for a membership base and Random Acts of Kindness event.

**The next meeting is scheduled for Monday, January 6 at 5:30 PM.**