



## OTAC Promotions Committee Meeting Minutes

Monday, 3/2/20 · 5:30 PM · Old Town Welcome Center

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

Alex reported on the task sheet from the previous month and found that nearly all items had been completed as assigned. Remaining tasks were revisited and are indicated on the attached task sheet for March.

As reported out via e-mail, the EDA approved a budget for the Windependent! Project. Approved amount and proposed breakdown are attached.

The committee discussed next steps for the Random Acts of Kindness weekend later this month. The poll is currently up and running and should have a definitive result by the end of the week. At that point, the respective nonprofit's liaison will be responsible for contacting the winning nonprofit and getting verbal affirmation of their commitment. Committee members will follow up with businesses to confirm details and build enthusiasm, and then again after the conclusion of the event to collect checks and thank participating businesses. All tasks should be complete by April.

The committee discussed whether or not to provide balloons or similar signage for participating businesses on the RAOK weekend. Lanita expressed concern about soliciting a hard commitment from businesses who are frequently approached for donations. Alex recommended that the intention of Windependent! is to offer tools and resources and opportunities for businesses to promote themselves rather than to expend limited time and energy on the part of committee members to exhaustively promote every involved business. The committee decided to create shareable social media posts and flyers which can be offered and posted in addition to the Windependent! stickers and to encourage businesses to use the RAOK event to engage their own customer base as they see fit.

Ryan Hall of the Valley Makers Association was in attendance to talk about the Meet the Makers Event for Q3. The committee discussed the vision for the Taylor Pavilion to be used primarily as an area for demonstrations and "make & take" projects for children and adults while individual representatives of specific stores and products can be localized inside businesses. The Farmers & Makers Market will take place at the Taylor Pavilion again this year and coordination between the two events will be necessary. The Meet the Makers Market will run Saturday, August 29 from either noon to 6pm or 1pm to 6pm. Similarly to Chocolate Escape

or Celtic Fest, we will provide a printed schedule of maker events and material costs, to be collected by VMA for various projects. Ryan will have a preliminary schedule of events for review at the April meeting.

**The next meeting is scheduled for Monday, April 6 at 5:30 PM in the Old Town Welcome Center.**