

June Promotion Committee Minutes

Members present-Joanne, Tracy, Cherie, Tom, Angie, Judie, Barb G. & Nancy
not present- Dennis, Kurt, Karen & Mike

Call to order 5:35 pm Judie 1st & Nancy 2nd the motion

Committee Chair reports-

May sidewalk sale-weather was bad, so so sales

Market on the Square-brochures & posters printed up by Swiss Colony, no other reports

Advertising sub-committee-Meeting scheduled with WISC channel 3 June 18th at Cafe
Claudeen

Concerts on the Square- posters out, band on the Bernie Show, no other reports

Summer Fair-Aug 7&8, pie eating contest 4pm, beef & pork producers food stands, 1 or 2
bands, GCHS beer garden also booth with dog & cat adoptions, scavenger hunt, Laura
Winters is the go to person, more to report after meeting tonight

Old Business-

Event signage-no report

Event binder-put on hold for future

Streetscape promotion funding-profit & loss sheet presented

Publicity Handbook-will attach media list, still a work in progress

New Bsuiness-

Dairy Days-Alternate parade route to go down 11th street, 1:30 parade, business owners
to decorate for the theme of dairy days

Taste of Monroe-to do in the future, may do with downtown grand reopening, talk to Kim
Lee to contact restaurants to see how they feel about it

Promotion budget review-Possible \$37,000 available for promotion, \$12,000 already spent

Possible ads in the Capital Times & WI Trails Magazine Sept/Oct issue features Green Co.

Chilifest-Bands booked, youth hockey food & beer tent crafters, creme puff wagon, pie
baking contest, noon optimists food tent, possible bingo tent, possible petting zoo, possible
pancake breakfast, Shakespeare on the Edge entertainment

Meeting adjourned-6:45 pm Nancy 1st & Tom 2nd the motion

Next meeting July 7th