



North Carolina
Main Street

RECORD OF MEETING – TOWN of WAXHAW

The Mission of the Waxhaw Small Town Main Street program is to work toward implementation of goals as established on an annual basis by our Small Town Main Street committee volunteers and to achieve success by following the four-point approach method for downtown revitalization as outlined by the National Main Street Center: Organization, Design, Promotion, Economic Restructuring.

MEETING NOTES:

Promotions Committee Meeting

Date: February 20, 2014

Time: 3:00 pm

Place: The Gracious Home

Present: Jane Hunt, Holly Stewart, Natalie Jackson, Katherine Young

Absent: Melisa Canizales

1/ Call to Order

- a. The meeting was called to order by Jane Hunt at 3:00p.m.

2/ Approval of Agenda

- a. Holly Stewart motioned for approval. Jane Hunt seconded. All in favor.

3/ Approval of Minutes for January 2014

- a. Holly Stewart motions for approval. Jane Hunt seconded. All in favor.

4/ Recap of February First Friday Event

The committee agreed that the February event yielded considerable foot traffic and had merit in future use. Holly Stewart indicated that her customer base was middle age women and that she is still in need of a draw that speaks to this group. Jane Hunt introduced a cross-promotion idea which entailed committee members speaking to downtown restaurants about offering specials to patrons if the patrons produced a receipt that indicated that they had shopped in the downtown area. Jane assigned a few restaurants to each committee member with the goal to report back to each other soon after with results on viability.

5/ Completion of Planning for March 7th 125th Anniversary First Friday

Natalie Jackson shared that the Museum of the Waxhaws would be doing demonstrations during the event along with a recap of the evening's planned offerings. Holly Stewart suggested that the committee pursue the idea of having a "state fair" mentality when approaching events such as First Friday and the 125th celebration. Corn-hole, pie eating contests, and cooking competitions were identified as ways to provide activities that would attract adults to businesses and add to the small town charm of Waxhaw.

6/ Approval of Katherine Young as New Promotions Committee Member

- a. Jane Hunt motioned for approval. Holly Stewart seconded. All in favor.



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7/ Introduction of 2014 Plan of Work and Discussion of Applicable Subcommittees

Jane Hunt and Natalie Jackson outlined the committee's need to expand its scope to include goals prescribed by the Downtown Marketplace Study. Particular attention was paid to the need for pursuit of a professional-grade downtown marketing/branding campaign in 2014. Jane Hunt took the lead on describing the merit of utilizing Destination Development International guidance in taking on this project. She also shared information from a video on the seven deadly sins of marketing with selling the experience of Waxhaw over what Waxhaw "has" taking primacy. Jane and Natalie shared an experiential tag-line that the group agreed had significant potential and would not be shared outside of the group until further steps were identified to copyright.

8/ Adoption of 2014 Strategic Goals

The committee unanimously decided to further discuss 2014 strategic goals before official adoption. There was consensus that a marketing campaign and enhanced First Fridays would be a focus along with the recruitment of Promotions Committee members in order to fill sub-committees.

9/ Approval of March Meeting Location

Provisions was announced as the next committee meeting location and all were in favor.

10/ Adjourn

- a. Meeting adjourned at 4:15p.m.

Next scheduled meeting will be March 13, 2014 at Provisions.