

**Central Main Street  
Advisory Board Meeting  
Thursday, February 11<sup>th</sup>, 2021 – 7:00pm  
(meeting virtually via ZOOM)**

Introductions – committee members explain connection to Central Main Street

1. Main Street areas of focus
  - a. identify main issue(s) to address in 2021
  - b. work planning (documentation)
2. Main Street Branding
  - a. ideas for images and tag line
  - b. recommendations for edits, changes
3. Quarterly Events
  - a. identify 4 main events to plan
  - b. spring, summer, fall: RR Festival, Christmas / holidays
4. Farmer's Market planning
  - a. vendors
  - b. logistics (creating plan to present for approval)
  - c. budget
  - d. promotion
5. Deliverables for next meeting

Adjourn by 8:00 pm

Next Meeting: Thursday, March 4<sup>th</sup> at 7:00pm