

Main Street Advisory Board

Quarter 3 Meeting Minutes

Date: Wednesday, July 24, 2025

Time: 7:00 PM

Location: Central Depot – 316 Gaines St.

Attendees: Katherine Brooks, Celeste Elliot, Judy Griffith, Samantha Wood

Meeting Discussion & Outcomes:

1. Fall First Friday Concert Series (at the Depot)

Dates: September 6, October 4, November 2

- **Attendance Evaluation:** The board reviewed past concert attendance trends and discussed goals for increasing engagement in the fall series. Emphasis was placed on family-friendly programming and targeted outreach.
- **Food & Beverage Vendors:** Continued efforts will be made to prioritize local merchants for vendor spots. Board members are reaching out to food trucks, coffee shops, and local breweries.
- **Business Flyers / Promotions:** A coordinated effort will be made to allow local businesses to distribute flyers or offer promotions during the events. A call for participation will go out in early August.

2. Central Marketing Efforts

- **SWU Inserts:** The board is coordinating with Southern Wesleyan University to include promotional inserts in student welcome packets and newsletters.
- **Bank Kiosk:** A proposal is underway to utilize a local bank kiosk for rotating Main Street promotional materials.
- **Fall / Holiday Event Calendar Postcards:** Postcards highlighting the fall and holiday schedule will be designed by early September. These will be distributed in local businesses.

3. Garden Club Check-In

- **Planting Procurement / Sponsorships:** Sponsorships for fall planting are being pursued through local garden centers and civic groups.
- **Planting Date:** Planting is scheduled to be completed by **October 1**. Volunteers will be organized through the Garden Club..

4. Fall / Holiday Event Schedule

- **Homecoming Parade:** The board discussed potential collaboration with DWD high school. Awaiting confirmation of date and route.
- **Trick or Train – October 26:** Planning is underway. Event will include trick-or-treat stations, costume contests, and themed train rides. Vendor and volunteer signups will begin in September.
- **Christmas Parade – December 6:** Preparations have begun. Organized by CVFD.
- **Other Holiday Options:** Ideas discussed included a holiday market, tree lighting, and window decorating contest.

Action Items:

- Confirm and promote Fall First Friday vendor and business participation
- Finalize marketing materials (SWU inserts, postcards, kiosk setup)
- Secure Garden Club sponsorships and coordinate volunteer schedule
- Coordinate with school district for Homecoming Parade involvement
- Begin vendor and volunteer recruitment for Trick or Train
- Develop holiday event ideas for next board meeting

Next Meeting: No meeting during 4th quarter due to scheduling for the holidays