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| Date | 1/12/2023 |
| Time | 08:00 AM - 09:00 AM |
| Location | Partnership office & Zoom |
| Present | Mark Mannino (Sports, Rec & Apparel), Cal Wescott (Riteway Furniture), Devin Mielke (Progressive Fighting), Marcia Toepfer (Luecke Jewelers), Jaime Elliott (Elliott Graphix), Rhonda Becker (volunteer), Mark Williams & Nicole Haas (Partnership); via Zoom (Aubra Palermo (Remax), Sarah Thompson (Hilldale Deli). |
| Absent |  |
| Note Taker | Nicole Haas |

### Agenda

## 1 - Introductions

## 2 - Future Meeting Times

Sticking to second Thursdays of each month at 8 am.   
Next meeting February 9 at 8 am at the Partnership office.

## 3 - Creating Your Own Event Committees

Not all business for each event will be done in these meetings!  
If you have friends, business owners, community members who have great ideas and are interested to help - that's great!   
Partnership staff (Nicole and Katie) do not need to be at each committee meeting. The chair relays all necessary input back to the staff so we can work it out together.  
We love everyone's ideas and when the committee has the kinks worked out of what will work and what won't, we are happy to see what all can be accomplished.

## 4 - Role of the Partnership

A little different for each event, but basically includes:  
Event logistics (trash cans, dumpsters, porta potties, barricades, etc.)  
Marketing (Creating Facebook events and posts, flyers, inclusion in guides and any paid media budgeted)  
Design (graphics specific to the event, sent to committee for approval)  
Permitting (with City and State as needed)  
Insurance (covering all features of the event as described by committee)

## 5 - Timeline of Event Deadlines

Basic, but will vary by event:  
6 Weeks Out - Commitment to Participate  
4 Weeks Out - Marketing begins with participating businesses  
3 Weeks Out - Graphics from each businesses to Partnership  
2 Weeks Out - All printed materials created (if necessary)  
2 Days Before - Materials delivered to stores (if necessary)

## 6 - Opt-in Stores

We are still missing stores! Updates sent as we get them!

## 7 - Added Topic

Mistletoe Walk 2023 Survey  Questions  
Ask about:  
Two days?  
Saturday Night & Sunday?  
Sales per day?  
Added features?  
Lindo movie?  
Coordination with or change to Small Business Saturday (following week)  
Does traditional timing make a difference because that is what community expects?