Downtown Promotions Committee
Meeting Summary

March 10, 2022

Committee Purpose Statement: The Greater Freeport Partnership Downtown Promotions Committee strives to engage businesses and visitors to Downtown Freeport by organizing and promoting special events and initiatives for businesses, retailers and restaurants. The goal of the committee’s efforts is to (1) increase sales to stores and restaurants, (2) increase traffic for future stops, (3) provide entertainment for positive quality of life for area residents

In attendance: Mark Mannino, Devin Mielke, Cal Wescott, Marcia Toepfer, Kelly Chesney, Rhonda Becker, Katie Gentz, and Nicole Haas

Zoom: Aubra Palermo, Mike Marten.

1. Review of Annual Event list & festival district days – full schedule handed out
2. Artic Ale & Art Walk Recap – Other than running out of cups and wristbands, good comments from all attendees. Question was raised how this event can make money. Later led to discussion about a fundraising initiative vs a promotional event. Ideas to have a central “booth” offering information, maybe selling a snack and possible 50/50 or other raffle.
3. Back Country Roads Concert – Fundraising event. Currently at 91 tickets. 210 sold for Neverly Brothers in November. Cal has been in contact with Masonic, band, and Larry for sound. Nicole sending press release and social media promotion. Will evaluate radio buy if necessary.
4. Pretzel Fest – Katie listed current activities being hosted for Pretzel Fest. Want to get as many businesses to have pretzel-themed menu items or merchandise as possible as well as pretzel-themed activities. Partnership will send out a communication to businesses asking how the can help with the theme.
5. Pretzel City Winefest – will follow the new alcohol event deadline policy. Participating locations will need to alert Partnership by April 9 for permit, April 23 for promotion, and May 7 with Bassett certificate. Participating locations can purchase their own wine and just let the Partnership know what you are pouring.
6. Standard hours – tabled to April
7. Event Deadline Policy – Reviewed policy and reasoning. Difficult to streamline events, permits and other necessities when details come in last minutes. This policy is in hopes to reduce those instances for a quality, well-organized event.
8. Mistletoe Walk Surveys – table to April
9. Sound system Update – Devin, Cal and Larry to find a time to go look. Nicole will get pricing on a newer system, for reference.
10. Chicago Ave Reconstruction – Once a construction timeline is in place, a marketing campaign will begin to highlight “still open for business” and “positive impact of project” goals during construction.

Next Meeting Date: April 14, 2022 8 am at the Partnership