**Greater Freeport Partnership
Downtown Business Owner Meeting Minutes
January 12, 2022, virtual meeting**

Meeting Goal: Personal conversations to help downtown business and building owners stay informed about upcoming projects and promotions to support the growth and revitalization of Downtown Freeport.

Attendance: Kim Rampenthal, Aubra Palermo, Larry Pittsley, Nicole Haas, Katie Gentz, Andrea Winter.

1. Introductions
2. Update on Pocket Park
3. Design & Placemaking Committee Updates
	1. Items discussed at yesterday’s meeting. Please see committee notes available on the Partnership website.
	2. Countywide clean-up April 10-17. Please like and share the FB event created.
4. Marketing Updates
	1. Holiday Recap – Thank you to everyone who filled out the surveys after Mistletoe Walk. They will be reviewed by the promotions committee in February to determine dates and changes for 2022.
	2. Community Guide – If you have not placed your ad or sent in copy changes for the 2022 Community Guide, please do so ASAP! It is going to print very soon!
5. Promotions Committee Notes
	1. Committee Purpose Statement and Roster (See meeting notes)
	2. 2022 Event schedule (see summary in Jan/Feb *In the Loop newsletter*)
6. Events
	1. Punch Card Promotion: January 14-February 28 – 29 -participating businesses. Great coverage so far by news media and will continue to be promoted online and social media.
	2. Valentine’s promotion – If you are interested in participating in a collaborative promotion about all Downtown shops can offer for valentine’s shopping, please send to Nicole by February 1.
	3. Artic Ale & Art Walk – March 5 – Participating businesses need to respond to Nicole by January 15 so we can fill out permits for participating locations!
	4. Pretzel Fest – April 23 – Will feature great performances, pretzel vendors and more pretzel-themed activities. Please contact Nicole if you are interested in helping with this event.
7. New Downtown Businesses:
	1. Other New Businesses – Sweets and Treats waiting for a ribbon cutting and talking to new business going into Five Spotted Fawns.
8. Business Education
	1. New Member Orientation – hosted bi-monthly. First one January 18 at 7:30 am; next one will be in March, details forthcoming.
	2. Steps to Connect Business to Events – hosting Main Street event marketing event in March. More details to come.
9. Main Street accreditation update – We have received a draft of the application and will begin working on it!
10. Adjourned 8:13 am

Next Meeting: March 9, 2022 at NJS Studios