Downtown Promotions Committee  
Meeting Minutes

May 12, 2022 8 am

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, Kevyn Sutter, Cal Wescott, Libby Perez, Rob Boyer, Katie Gentz, and Nicole Haas

Zoom: Devin Mielke

1. Chicago Ave Reconstruction pre-construction meeting has been moved to May 24. We will have better timelines and logistical information after that meeting.
   1. Hydrants will be painted this summer.
2. All Together Campaign- The Partnership is working with a marketing group to help convey the message about the construction. The messaging strategy will also be implemented after the pre-construction meeting.
3. Review of Annual Event list (FYI) – updated on web page
   1. Added Bootiful
   2. Added name of group for November concert – Usual Suspects
4. Pretzel Fest Recap
   1. Host desk- this helped out, suggestions were to have more signage for it.
5. Pretzel City Winefest- We have over 15 downtown locations.
6. First Friday Promotions- Continue to help spread the word on First Fridays.
7. Cross-promotion with Farmer’s Market
   1. Partnership made signs for A frames point pedestrians to the market and from the market to DT shops. Could anyone take responsibility for putting them out and bringing them in each week?
   2. Mark would like to have a booth down at the market for visitors each week. Ideas on how it could be adequately staffed?
8. Downtown Survey Results – will be available before next meeting.
9. Sound system Update- no update currently.

Action Items:

How do we build this group? Suggestions on doing a text app. We currently send out emails, and Facebook group post. Maybe list a primary focus in the body of email that would entice people to attend and have input.

Next Meeting Date: June 9, 2022 8 am at the Partnership.