Downtown Promotions Committee  
Meeting Agenda

July 14, 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, Kevyn Sutter, Cal Wescott, Devin Mielke, Jessica Modica, Katie Gentz, and Nicole Haas

Zoom: Aubra Palemo and Kelly Chesney

1. Chicago Ave Construction
   1. All Together Campaign- We have a-frame inserts at the office if you would like them at your business. We will also be putting up Chicago Ave. construction signs at the downtown kiosks.
   2. We will be starting a new campaign, we will be taking pictures with business owners to help show we are still open downtown and the support of the project.
   3. The group brought up other ways to help promote downtown still being open and the construction project, Nicole will write a updated press release and send out to the media.
   4. Nicole will also be doing 815Thriving and My Stateline that should air the week of August 6th of all the great things happening in downtown.
2. Cruise Night
   1. Things are moving along, the construction might move our food vendor to the Newell parking lot next to State St., we will be putting all vendors at the Arts Plaza.
   2. We will add the cruise map on the website and on the event Facebook.
3. Paint the Port
   1. Punch card promotion- for both Friday and Saturday in downtown. They will be handing this to every participant. They will also make a sign for businesses about not coming in if you have paint all over yourself.
   2. The Art Museum is happy to help promote on their Pain the Port and Art Museum Facebook of stores specials.
4. First Friday Promotions/Festival District
   1. The committee feels like it is still unknown, we will make a graphic for it and share it when we do the Food Truck Frenzy.
5. Downtown Survey Results – tabled- You can go to our website under downtown business owners and find the survey results there.
6. Main Street presentation – update- Andrea and Nicole will create a summary to what Main Street is and what it will do for us as a downtown.

Next Meeting Date: August 11, 2022, 8 am at the Partnership