

Date: 9/8/2022

Time: 08:00 AM - 09:00 AM

Location:

Group: Marketing

Present: [Katie Gentz](#), [Nicole Haas](#)

Absent:

Agenda

#	Topic	Files	Presenter	Minutes
1	Mission <i>For Information</i>	Files (0)		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.
2	Holiday Billboards <i>For Information</i>	Files (0)		One at Pec Corners (facing east) and one in Elizabeth (facing west) have been booked for mid-November to mid-December. - Have been reserved for mid-November to mid-December - artwork will promote Downtown Freeport Holiday Shopping & Dining with direction to greaterfreeport.com/shopping - total cost to be covered by Partnership
3	Mistletoe Walk <i>For Decision</i>	Files (0)		One day or two? Attached are statistics from Saturday and Sunday traffic from 2019-2021 and survey results from businesses form 2021. - 2021: Saturday 4,800; Sunday 3,000 - Promoted two-days but Hero Tree on Sunday - 2020: Saturday 3,300; Sunday 1,800 - promoted two-days for COVID-19 but Hero Tree on Sunday - 2019: Saturday 4,900; Sunday 6,900 - promoted Sunday only ☑Will continue to promote November 19-20. Hero Tree, music lined up by Partnership for Sunday. What other ideas do stores have for "extras" on Saturday or Sunday? ☑Additional notes: A form will be sent out to all businesses with suggested hours for Saturday & Sunday of Mistletoe Walk, Late Night Thursdays and Wine & Witches. Open-ended comment box for ideas in-stores
4	Brewfest Weekend <i>For Information</i>	Files (0)		Friday - Evening Festival District and Welcome Saturday - Open for shopping, eating and exploring Sunday - Golf (mini or 9 holes) and brunch
5	Chicago Avenue <i>For Discussion</i>	Files (0)		Still providing updates for businesses to share Looking for more historical references to share Looking for more businesses to post

other ideas?

Tasks

[View all](#)

Task

No tasks created for this meeting [Learn more](#)

Decisions

[View all](#)

Decision

No decisions recorded for this meeting [Learn more](#)