

BELLAIRE BUY LOCAL COMMITTEE

MEETING MINUTES

Tuesday 10/22/19

DRAFT

Meeting called to order at 9:00am

Attendees: Brenda Fink(Uniquely North), Jenna Minish (Terrain), Dayna Burnard (Bee Well), Janet Piscopo (Coldwell Banker), Trish Fox (Corner Bistro & Fox's Custom Cruises), Shana Minish (Terrain), Jamie Creason (Applesauce Inn Bed & Breakfast), Louise Wenzel (LJL Consulting), Christy Wilson (Hello Vino), Shelly Dayton (The Flying Pig), Stephanie Kinney (Native & North), Tani Carl (45th Apparel), Jean Seman (Bellaire Historical Museum), Julia Pietrowicz (Keller Williams)

Introductions – great turn out!

OBJECTIVES:

- Shelly explained the goal of Buy Local events, which includes the use of the passports, is to get people to visit each business and to encourage repeat business from attendees. If a business does not wish to be included on the passport, the respective business may still advertise with the group for the event or add an item in the gift basket.
- A recommendation was made by Jenna to schedule meetings at 1pm in the afternoon as it would be easier for 2nd shift businesses to attend.

COMMITTEE STRUCTURE:

Christy explained the need for a formalized committee structure with the following recommendations for positions. A motion was passed to accept the named individuals with the respective position.

- Brenda Fink – Chair
- Louise Wenzel – Vice Chair
- Christy Wilson - Secretary

MARKETING:

- Jamie will create the main Facebook event post for each Buy Local event so that each business can all share on Facebook. It is expected that all businesses will create and share their own post on their respective Facebook page. Each business should share each other's posts as well.
- Everyone agreed as a group we have more strength in marketing and advertising.
- Al Balko has agreed to dress up like Elf and go into businesses with Trish to get video for marketing for the holidays.

- There is an important Bellaire Village Zoning meeting scheduled for November 5, 2019 . Some rules may still apply and some may need to be updated since we are a growing community. Attendees were encouraged to attend the Village Zoning meeting and provide input.

COMMUNICATION:

- Christy asked the group if a private Facebook group would be easier to communicate but a few of the people don't use Facebook so the group decided to continue with email because it's also easier to send attachments. Communication via email will now be once a week on Tuesdays. Trish will start the Tuesday emails.
- Trish created a "who are we?" poster. The poster will be distributed next week to all businesses downtown. Media kits will be distributed prior to each 3rd Friday explaining marketing for each event.

GIVING THURSDAY:

- This was originated by Yoga Bellaire and the Buy Local group decided to do this as a group to make it even a more impactful event. 4 per year is maximum that we will do annually. We did 5 in 2019 and it was deemed too much. These will be done in the off season only. February, April, September, November. Jamie is managing all of the Giving Thursday events going forward.
- Each business determines how much they give, how they give and even if they want to participate. If a business does opt to participate, they are added to the marketing of the event and are expected to donate some amount. The donation amount needs to be submitted as soon as possible after the event so we can do a photo opportunity with the large check with the total amount. Businesses donate directly with the organization so they get a receipt for tax deduction. Who donates is public knowledge, how much you give is private between the organization and Jamie only...not the whole group.
- Jenna suggested we come up with a general form for potential organizations who wish to be recipients of the funds from the Giving Thursday. Questions on the form may include - What do you want to use the money for? Are you a nonprofit? We all agreed that it's best to give to both large groups for media and small groups that make a bigger impact. There will be a video of the group 30 days before the event to explain who and what the group is all about.
- A recommendation was made to switch student council Giving Thursday recipient to February and the Garden Club to April. It was further recommended to change the baby pantry recipient to the Food Pantry recipient to ensure the donations are kept local in Bellaire. It was recommended that the Food Pantry be scheduled for November and the Animal Shelter for September.
- The museum purchased 17 plaques from the money donated from the Giving Thursday. More are still being worked on. There will be a walking tour as well.

DDA BUDGET:

All agreed on the \$5,000 budget to be presented to the Bellaire DDA

3rd FRIDAY EVENTS:

- For this year: November – Holiday open house & December pajama party
- These events are successful because of advertising. This is the importance of the DDA budget.
- Jamie is creating a Facebook event for each event through the DDA Facebook. She is also creating flyers.
- Discussion focused on cost associated with advertising (in The Northern Express publication) for a ¼ page for \$300 or ½ page for \$450 which would be divided by 10 people. It was recommended to go with ½ page for better exposure. We will be unable to list every business but the ad will say Downtown Bellaire holiday open house. It was determined the ad could also be placed in the Antrim Review. The earlier we get our ad in, the better placement we will get.
- When doing flyers, please send out in .PDF or .JPG
- Julia recommended everybody use the same type of paper when printing the passports to make the drawing fairer.
- December – holiday pajama party. Dress and shop in pajamas. Use passport. If you are wearing pajamas, you get 2 passports so you have 2 chances to win.
- Downtown gift certificate discussion for a social media prize. Trish.
- Discussion on 4 hours being too long for the artists during art & music stroll. But customers were running to get their cards turned in on time. Busiest time was between 4-5pm.
- Halloween candy between 500-700 pieces. 5pm-8pm

Further discussion related to the Tuesday November 5th meeting – zoning meeting scheduled for 5pm. At Village Hall. Items to be discussed with Village zoning:

- Snow removal
- Lines on parking spots
- Art & music stroll on sidewalks
- Other...

Next meeting scheduled for 11/26/19 9am-10:30am at the Flying Pig

Meeting adjourned at 10:40am

Submitted by Christy Wilson, Secretary