



NOTES
Promotion Team Meeting
Wednesday, August 26, 2009

Present: Lowrey Young, Wade Nichols, Thomas Lewis, Christy Underwood

The Promotions Team recommends FFM sponsorship of the weather on WGWG radio if funds permit. The feeling was that it will reach out to a different group of residents altogether and hopefully build up traffic at the Market.

The Team also discussed possibilities for erecting the three-panel billboard previously on display at Pleasant City Grill somewhere in Uptown Shelby. Wade Nichols will check with Marlene Peeler about locating it on the DeKalb Street lot where a fuel station was torn down recently.

The Team identified the need for listings on cable channels 19 and 33, as well as opportunities for additional programming.

Pumpkins were suggested as a focus for October, with decorating opportunities for kids and sales via a regular vendor or Community Table.

Two activities were discussed as providing a bit more of a festival atmosphere. One was getting a scout group to do an outdoor cooking demonstration. The other was to solicit an instructor from Gardner Webb or CCC to get a ceramics demo by one of their students.

Finally, the Team seriously discussed the option of doing a test run for a Friday afternoon and Saturday morning market combination next year. Friday traffic in town is heavy and that could be turned into more customer traffic if worked on.

The next Promotion Team meeting was set for 5:30 PM on Monday, September 8 at Lowrey Young's home.