



Promotion Committee Meeting  
Tuesday, March 9, 2010  
Zotz Cafe 8201 Oak Street  
6:30 p.m.

Attendees:

Michael Bartlett, Ciera Holzenthal, Cecilia Holzenthal, Bill Laine, Darcie, Regan, David, McLean.  
Marilyn Kearney

Michael welcomed everyone to the first meeting of the 2010 Promotion Committee. He emphasized the purpose and mission of the committee was to promote Oak Street as a place to live, work, play and invest. He introduced Ciera Holzenthal as the co-Chair and asked all of the attendees to please introduce themselves and sign in. Michael said that he was prepared to go to the board and ask for a \$12,000 budget for the year. He asked the committee members to brainstorm four things that could be done this year; two with budget requirements and two without.

Jason, the manager of the Ra Shop opening on Oak Street said that he and the Ra Shop were very interested in participating in the Main Street program and promoting Oak Street. He also said that the Ra Shop will be having their grand opening on Friday, March 12, 2010.

Regan is a big supporter of Oak Street and has been very active with the Krewe of Oak and other events and activities along the street. She said that a silent auction event will be held on April 26th called "For The Love of Oak". Even though the event is a *for profit* event it will be a huge boost to the street during Jazzfest season; also the event planners would provide free advertising for merchants that donate to the auction; and also promote the event via email lists that are submitted. The event planners are looking for a venue and have talked to Min Yang about his space on the corner of Oak and Dante. Min indicated to the planners that if the space was not leased they could use it for the FTLO event. Marilyn said that a good way that the OSA-Main St program could participate would be as a 'sponsor' and/or finance insurance cost for the 8312 Oak St space if needed. Jason said that the Ra Shop marketing rep would get in touch with the FTLO planners to see how they could participate.

Michael said that block captains are needed to make sure that all of the businesses have their contact information up to date, and information can get out efficiently.

Cecilia talked about some of the promotional events that were on last year's work plan:

Oak Street Bucks, Night Out Against Crime, Holiday on Oak, and decorative lighting at Christmas time, Community Gift basket, Bumper Stickers. Marilyn said that she would let the Design Committee know about the lack of Holiday Decor on the street; and that they may want to add it to their work plan since it deals with the 'look' of the street at Christmas time.

Michael said that it was important that there be an incentive for promotion participation. One such incentive would be 1 = 1 match on funding. i.e. the OSA would match promotional purchases of businesses along Oak Street that highlight visiting the street.

Bill Laine said that the OAKSTER (Oak St Economic Restructuring Committee) has on its work plan a free workshop for businesses on how to market themselves better.

Darcie said that she would spearhead a art project on Oak Street similar to the YLC "Fish" and "Streetcar" project. This would not cost a lot of money and not only could it involve the many art galleries and creative types along Oak Street, all of the businesses could participate if they so choose.

Cecilia said that Newsletter needs to start up again since it promoted all of the upcoming events. Michael said that the Newsletter is also a community outreach tool and its cost should be shared with the Organization Committee.

Ciera and Cecilia said that a new T-shirt design is needed and this could be a competition.

McLean said that he is interested in doing podcast interviews with business merchants and/or residents on Oak Street. This could be linked into all of the Oak Street social media outlets.

Bill said that events should be promoted via press releases to media outlets. Many radio stations are looking for PSA's to promote in the city.

After the brainstorming session members of the committee volunteered for different tasks and a *preliminary* work plan was completed. The meeting was adjourned at 7:05PM