

Downtown Associates

September 7, 2011

The meeting was called to order at 8:45 by President Kim Bethel.

Members present: Kim Bethel, Serelle Laine, Susie & Lou Jones, Stephanie Truitt, Lynn Bunstine, and Barb Jividen.  
Guest present: Holly Hinton introduced herself as candidate for Chillicothe Mayor.

August Meeting minutes were accepted without reading.

Treasurer's report: Jeffrey Marshall not present. Laine collected \$10 from Pump House for Shop & Stroll flag. Bunstine paid \$25 toward the \$50 membership fee for the YMCA. Jones paid \$20 toward the calendar.

**New Business:**

**Communication:** It was agreed that monthly meeting minutes be emailed to the DTA members in addition to being posted on the DTA website, which is accessed at <http://www.downtownchillicothe.com/>. It was suggested that a link to the website be added to the Facebook page.

**Shop & Stroll:** Laine reported that the August Shop & Stroll was actually better attended than anticipated in spite of the Ross County Fair. September advertising efforts will include radio advertising, Chamber Member Deals blast, and a flyer that has a list of the 19 participating merchants with a map that shows where all the merchants are on the STROLL as well as an entry form for a drawing for a \$25 gift certificate sponsored this month by Bernie & Max Stained Glass Studio. The strollers will visit as many merchants as they can and have the merchants check off their merchant box. The strollers will fill out the entry form on the pamphlet and drop it off at any of the participating merchants. Winner will be chosen the following week from the entries with the most merchants checked off.

Laine suggested that the October Shop & Stroll include a "trick or treat", an idea offered by Truitt. Bunstine suggested that DTA coordinate with the Southern Ohio Survivors October event - Celebrating Women's Wellness - to have the SOS event as the theme for the October Shop & Stroll. Ideas presented included painting ribbons on shop windows, a raffle with the merchants providing a \$20 donation for the raffle, and an advertising poster with photos of the participating businesses. Jividen offered to do the photography for the poster. Suggested costs for the ribbon painting and advertising poster was \$30. Bunstine will put together a plan of action. Bethel will visit the DTA members to get their support.

**Meet the Candidates:** Bethel and Bunstine suggested a "Meet the Candidates" event for DTA members only at the YMCA on October 5<sup>th</sup>. It was decided that the attendance would probably be low and besides the Chamber of Commerce is having a similar event the following day on October 6<sup>th</sup>.

**DTA Calendar:** Today was the day to have art work and money in for the calendar. Jividen, Jones, and Laine said that they were having a hard time coming up with historic event photos for the calendar. It was suggested that in order to keep the calendar consistent that perhaps Witt could provide the historic photos for the calendar. This would necessitate the cost to DTA members to increase from \$20 to \$40/\$50. It was also suggested that the calendar go from 12 months to 18 months in order to accommodate more DTA member participation. Bethel said she would contact Witt about the photos & Marshall regarding the printing. Bethel will promote the DTA calendar at the same time she's talking to them about the SOS Celebrating Women's Wellness event. There was some concern that folks may not want to pay \$50 for the SOS event and the \$50 for the DTA calendar at the same time.

**Holiday Cookie Tin Tour:** The Chillicothe Visitor's Bureau will not be sponsoring/organizing the Holiday Cookie Tin Tour this year. DTA was approached to see if they would be interested in taking over the event. Jones and Laine said they would meet with Krystyn of CVB to gather information about the event and report back at the next DTA meeting in October.

Meeting adjourned at 10:10.