

Downtown Associates
Minutes June 4 2008

President Connie Perchach called the meeting to order.

Ryan Adams reported our current balance is \$2569.21 with one outstanding bill from T&S for the April mailing for \$61.69.

Old Business:

Halloween on the Hilltop is Oct 24 & 25 Connie will ask merchants if there is an interest in printing and distributing a coupon book for downtown shops

Connie is planning another meeting with the Circleville DBA officers.

Preferred Customers

Kevin Montgomery reported on printing a "Downtown Preferred Customer" card. It was decided to print a small key chain style plastic card with our logo on it. The cost would be \$250 for 1000. It was discussed how many we should print up and should the shops pay for them to offset the printing cost. Each participating shop would put a sign in their window to show that they offer a preferred customer discount or special. The list of participating shops would also be listed. This would be another benefit to joining DTA. Connie said she will contact shops to see the interest to determine the number to print. We would like to get this started by August.

New Business:

DTA Website

It was discussed if we should create our own website or enhance our page on the current site www.downtownchillicothe.com. Connie said that Opulent would register a domain name and pay the monthly fees for a new site but that Opulent would charge \$750 to design a new website. JoAnn mentioned that the chamber had created the downtown Chillicothe website as part of the Hyatt Palmer Plan and thought that we should ask Marvin if we could enhance our page on there. Connie said she would talk to Marvin to see what we could do. She would like to do a feature business each month as another benefit to DTA membership.

Window Painting

Kathy Adams with the Pump House will help coordinate getting school art departments to paint downtown store windows for the seasons. She will work on this for the fall.

Christmas Open House

Connie asked JoAnn to organize the carriage rides. It was suggested to have the carriage rides start at one point and left off at another so the shoppers got to different areas and we would try to get sponsors for two carriages for Saturday and Sunday. Connie said that Opulent is planning a Santa's workshop in their office for the open house. She will get the 4H group to help with the luminaries and hopes Karen Conley will help get the bags and candles. We discussed having a luminary lighting ceremony on Friday night. We will contact Heather to have the Open house fliers printed for distribution this summer to get visitors to put it on their calendars.

Downtown Brochures Marsha from Faith's cottage is looking into printing an update.

The meeting was adjourned