

**Minutes of the
Special Events Committee
Friday, Sept 9, 2016
9:00 a.m.**

- I. Call to Order – Mr. Sonnen called the meeting to order at 9:00 a.m.
- II. Recurring Agenda
 - a. The proposed agenda for Sept 9, 2016 was accepted
- III. New Business –
 - a. Saenger Theatre's Second Line backed out of Septembers Gallery Night.
 - b. Discussion of events for the 3 month window of events for the 2016 Holiday Season.
 - i. Weekly choirs
 - ii. Highlighting the Downtown Churches
 - iii. Organizing an Organ event with the Churches
 - iv. Suggestion to provide a Santa and Cookies for two or three weekends during December.
 - c. Retail Stores: Discussion to promote a Holiday Package for the retailers to encourage them to stay open later.
 - d. Festival of Lights - next meeting Sept 21, 2016, discussion was to combine this with the Special Events Committee. It was suggested that the Special Events committee meet on Sept 21, 2016, the original date for the Festival of Lights and then back to Fridays.
 - e. Discussion proceeded regarding not to have a celebration to turn on the holiday lights downtown and that the lights stay up until after Jan 5th, 2016.
 - f. Discussion of Decoration Contest.
- IV. Marketing
 - i. A discussion ensued regarding a general brand for the holidays so the retailers could piggy back off the brand.
- V. Ongoing Business
 - a. Develop DIB Grant rules and guidelines within 45 days. Discussion of the development of Rules and Guidelines for proposed events for the quarterly themes.
 - i. The DIB and retailers need to be aware of the environment regarding events. Guidelines need to be developed in order to make sure everyone benefits.
 - ii. Who can apply for a grant?
 - iii. Events need to be free to the public.
 - iv. Will the events be open for days other than Thursdays
 - v. Only new or existing events will be considered.
 - vi. The events will not be slated to the organizer for the next year if a better event comes along.
- VI. Adjournment the meeting was adjourned at 9:50 a.m.