

**GEORGETOWN BUSINESS PROMOTION COMMISSION**  
**Wednesday, February 7, 2018 -8:00 a.m.**  
**TOWN HALL - 404 6th Street**

**MEETING MINUTES**

**MEMBERS**

Marvin Geisness, Chair    Kevin Kuharic    Sandy Jackson    Matthew Schmalz  
Jon Jennings, Board of Selectmen representative    Ann Marie Cannon    Amanda Cooper  
Ruth Hamilton -alternate member    Steve Skalski-alternate member

**CALL TO ORDER**

The Georgetown Business Promotion Commission held its regular scheduled monthly meeting on February 7, 2018 at the Georgetown Town Hall. The meeting was called to order at 8:00 a.m. by Chairman, Marvin Geisness.

**ROLL CALL**

Jennifer Yobski took the roll call and answering were Commission members: Marvin Geisness, Jon Jennings, Kevin Kuharic, Sandy Jackson, Amanda Cooper, Steve Skalski, and Ann Marie Cannon. Matt Schmalz arrived at 8:21 a.m. Ruth Hamilton was absent. Jennifer Yobski, Town Clerk was present.

**AUDIENCE**

Paul Boat, Libby Caplan, Justin Dowd, Alisa Reynolds, Gary Haines, and Jan McCollum

**AGENDA APPROVAL**

**Amendments:**

1. Under Upcoming Events, add Geo Con Event – June 8-10 and Triple By-Pass – July 14<sup>th</sup>
2. Justin Dowd- request to be an alternate Business Promotions Commission member
3. Libby Caplan – Strousse Park

**Ms. Cooper made a motion to approve the agenda with the above-mentioned amendments, Ms. Cannon provided the second and the motion was adopted by unanimous vote.**

**AUDIENCE BUSINESS**

There was no audience business.

**NEW AND UNFINISHED BUSINESS**

**Appointment to Business Promotions Commission**

Justin Dowd submitted a letter of intent to become an alternate member to the Commission. Mr. Dowd purchased the Rose St. B & B in November 2017. He would like to contribute to the promotion of Georgetown.

The Commission agreed they would like to have Mr. Dowd as an alternate member. The request will be recommended to the Board of Selectmen at their February 13<sup>th</sup> regular scheduled meeting.

### **Strousse Park Committee update**

Libby Caplan, Chairwoman of the committee state the group has met three times and The committee's concerns for the park include the electricity; accessibility of booths, and the appearance of the park. The committee is limited, they have never had all of the members at the meetings and they don't know what the budget is for renovations. The committee's recommendation is to hire a professional consultant to help with the renovation of the park, which would include professional plans that could be submitted for a GOCO grant.

**Ms. Cannon made a motion to endorse the Strousse Park Committee's recommendation to the Board of Selectmen, Ms. Jackson seconded and the motion passed with unanimous vote.**

### **Upcoming Events**

#### **Memorial Day weekend**

Saturday – Tim Hamid may play music at the library stage.

Monday - Burro Races and The Rotary Club will sponsor the "Call to Dooty" event which raises money for a trade scholarship given to junior and high school students. Also, a Memorial Day celebration with trumpets, speech, Presentation of Colors and Tom Elliott singing a patriotic song.

Ms. Cooper and Mr. Skalski will come up with more ideas for Memorial Day weekend. If more members gather for discussion, the Town Clerk will post a special meeting notice.

#### **Geo-Con event**

Elysia Smith, Manager of Events & Operations for the Georgetown Heritage Center & Cultural Arts and Georgetown Trust for Conservation and Preservation, Inc. announced the Geo-Con event which will be held at the Heritage Center June 8-10, 2018. The event is a conference for writers and publishers.

#### **Ghost Writer's event – July 24-29, 2018**

The event will be similar to last year.

#### **Georgetown Home Tour – Saturday, July 28, 2018**

More information to come on this event.

#### **Mustang Car show – June 2**

The commission discussed having music at the library stage for the event, and Paul Boat mentioned that date could be part of the Mountain Jams series. Sixth Street will be closed for the event.

#### **4<sup>th</sup> of July**

The commission discussed ideas such as street dancing, horse drawn carriage rides, dunk tank and an event to let children get wet and have fun. There will not be fireworks.

**Triple Bi-Pass – July 14, 2018**

The event will have a start in Georgetown and are expecting approximately 800 people.

**Website discussion – phone conference**

Natalie Strom, the new website manager, was contacted by telephone for a conference. The commission discussed the website and changes they believe will improve it. Ms. Strom reported she hasn't received many local business questionnaires from the businesses. Ms. Yobski will send out the questionnaires again to the businesses.

**KYGT radio station ads**

The radio spots have been announcing Georgetown as an Après ski destination. **Mr. Schmalz made a motion to approve \$600 for the KYGT radio spot, Ms. Cooper seconded and the motion passed unanimously.**

**Social Media update**

Mr. Kuharic stated that the numbers for the sites continue to grow.

**Review and recommendation regarding RFP proposals for Promotions, Marketing and Advertising strategy**

The Commission discussed the four proposals that were received in response to a RFP for a coordinated strategy for community marketing/advertising/promotions activities. The Commission narrowed the selection down to two firms and will have a special meeting on March 14<sup>th</sup> at 8:00 a.m. to meet the final two firms.

**Approval of Minutes**

**Ms. Cooper made a motion to approve the minutes from the January 3rd meeting, Mr. Jennings provided the second and the motion carried by unanimous vote.**


**Adjourn**

Mr. Geisness adjourned the meeting at 10:10 a.m.

APPROVED:

  
Marvin Geisness, Chairperson

ATTEST:

  
Jennifer Yobski, Town Clerk



