

Cuero Main Street Catch-up-Cinco De Mayo Style – 05/07/19 – MINUTES
Main Street Kaffee Haus & Deli, 104 E. Main – 5:30 – 7:30 PM

First off, thanks to everyone for coming and Annette for her always amazing hospitality!

Christmas in Downtown: We work with the below 2 vendors and they've been very reliable and reasonable. Both representatives have been easy to work with.

Overview of 2018 CID budget items	PROJECTED:	ACTUAL:
SPONSORSHIP SALES PROJECTED	\$15,000	\$10,375
HOT Funds	\$25,000	\$25,000
Merchandise Vendors (Total all vendor fees: \$1,500) (+ \$1,250)	\$990	\$2,750
Food Vendors	\$510	\$560
Ticket Sales (Based on a 2 day event; 1 day event due to weather cancellation on Fri. Dec. 7th)	\$15,000	(1 day event only) \$8,910
Total Revenue (-\$8,905) (Based on 2 day event; 1 day only due to weather cancellation 12/07)	\$56,500	\$47,595
EXPENSES:		
Attractions, Tent, Entertainment and vendor hotel rooms	\$38,300	\$39,367.41
Advertising (\$1,100 spent towards photo and video advertising for 2019)	\$4,000	\$5,614
Event Printing	\$850	\$1,386.53
Event Signage	\$1,500	\$1,341.63
Decorations and Miscellaneous Supply Items (Downtown Wreaths: \$1,897.01)	\$2,800	\$3,425.93
Deck the Downtown Contest and Judges appreciation dinner	\$550	\$750
Total Expenses	\$48,000	\$51,885.50
Final Totals	+ \$8,500	- \$4,290.50

Artificial Ice Events: <https://www.artificialiceevents.com/> **ATTRACTIONS** Our budget is **\$15,000** to cover 6 crew guys, the ice skating rink and 2 other attractions. High winds have been a problem each year for the larger blow-ups (Snowman, Snowzilla Sr. Mountain). This past year they substituted Snowmazing and the Snow Toboggan, which the little ones really liked. Take a look and see which two items we'd like to have (in addition to the rink) and we'll work with the majority suggestion. **CONTRACT DEADLINE:** 05/21/19 meeting.

Showcase Entertainment: <http://www.throwarealparty.com/>

Our budget is approx. **\$11,250** for crew and all. They're based out of Houston and have a bunch of new stuff this year, including more game items so please have fun looking! We talked about adding the \$750 Deck the Downtown decorating prize to this budget to get a little more.

This year, we've reserved the large carousel, which costs **\$4,250**. We had been paying \$4,500. We had the bungee jump for the little one's last year and the rock wall for the older ones and they seemed to like it!

Majority suggestion again on 2-3 items to add to the carousel and I'll try to negotiate a good price. Hopefully we keep the older kids in mind as well.



White Horse & Carriage Company:

This and the skating rink have been staples since CID started and we've gone from 3 carriages, to 6 and last year to 4. Four seems like a good number and the cost is **\$9,750**. **Vote on if it should be 3 to save money but people tend to get irritated waiting on line.**

Strolling Entertainment: i.e.: Christmas Carolers approx. **\$1,200**.

Things to confirm/implement: VINTAGE CHRISTMAS THEME

1. **SIGNAGE:** TxDOT: Can a mesh banner be placed across Esplanade; hang banner on Weaver building facing Esplanade: **DIGITAL SIGNS:** Request CID advertising from McDonalds, Cooking Depot, Ful-O-Pep, Parkside, TDECU, GVEC

2. Pre-sale tickets online; select time frames for carriage rides

3. Put volunteer form on Cuero Main Street Website (see Shiner site as an example)(see if the Chamber can put it on their site as well)

4. Ask if we can place lights on the Wells Fargo tree

5. Can we decorate on the lawn of St. Marks church (ask to get displays from Christmas in the Park)

6. Have MS businesses decorate store windows with a connected theme

7. Create a Christmas scavenger hunt to include MS businesses

8. Gingerbread decorating set-up in Millie's on Main

9. Beverly Wagner would like to see a collective ad for all events Oct-Dec centered and MS businesses advertised as a border in Beeville (Beeville Printing)

10. Begin volunteer request with the schools in August

11. Coupon books to be handed out at ticket counter. Who can spearhead this?

Meeting notes and follow-up items:

1. What steps have to be taken to create an Entertainment District
2. EVENT: Progressive dinner trail with MS businesses
3. 4 events a year for MS shops to work together on
4. **FARMERS' MARKET DAYS:** Sandwich boards brought to MS office for Farmer's Market events; place sidewalk items outside to entice shoppers, balloons outside of stores, wind chimes, attention getting art
5. Cross-promote each other's businesses with referral discount cards

We're having a follow-up meeting on Tuesday, May 21st from 5:30 – 7:00 at the Main Street Kaffee Haus. For those who were not able to make our first meeting, please share this email and invite them to the follow-up! We need to finalize the CID attractions at this meeting so we can secure out contracts.

If we've missed anything, please be sure to let us know at our next get together and thanks so much for the help!

The Cuero Main Street Promotions Committee