



**Cuero Main Street Promotions Committee**  
**Cuero Main Street Conference Room, 210 E. Main Street, Cuero TX**  
**Tuesday, January 26, 2021 | 12:00 –Lunch Meeting**

**I. CALL TO ORDER**

**II. NEW EVENTS**

**A. Discuss Valentine's Day Promotion:**

- Create name for the event around the Love Local shopping promotion
- **FEB. 13th:** Window decorating contest for Downtown business; winner receives dinner at La Bella Tavola for up to 5 staff; Sandra & Angie to Celebrity Host dessert hour
- **SALONS VIRTUAL:** For all purchases of \$25, receipts can be emailed to Cuero Main Street for a raffle of \$150 in Cuero Love Local Bucks, CMS to sponsor prizes
- **RESTAURANTS:** Love Local Punch Cards for meal purchases only; for each \$10, card punch to \$60 to submit for \$200 prize in Cuero Local Love Bucks; dining from Tues. Feb. 2 – Wed. Feb. 17 Chamber to print 300 cards)
- **SHOPS:** For each purchase of \$25, customer receives choice of red or white wine bottle, while supplies last;
- **FOR DISCUSSION:** Would the shops like to hand-out chocolate, wrapped would meet health guidelines
- **EVENT POSTERS:** 11" x 17" window posters to be provided by CMS
- **EVENT ADVERTISEMENT AND BOOST:** Monday, Feb. 1<sup>st</sup>; Vistaprint prop poster for event day

**III. Consideration of new attraction purchase[s] for future Christmas in Downtown events:  
(see attached and magazine)**

Approximate HOT Funds available: \$4,100

**IV. Additional Items for future discussion**

- a. Other comments, ideas, suggestions, etc.

**V. ADJOURN**

\* For Ice Skating Rink



\*For Water Well Esplanade Park



\*For Esplanade & E. Main

