



Cuero Main Street Promotions Committee
Cuero Main Street Conference Room, 210 E. Main Street, Cuero TX
Tuesday, March 30, 2021 | 12:00 –Lunch Meeting

I. CALL TO ORDER

II. NEW EVENTS

A. Wildflower/Spring Promotion in connection with the Downtown Farmers' Market on Main 04/24:

Discuss promotion:

- Create name for the event
- **SHOPS: Proposed idea:** Wear your favorite hat day; post a selfie in your favorite Downtown shop with staff, in front of the store window or in the store in front of items for sale. Post to CMS. The shop with the most posts wins a gift card to a Downtown restaurant to share with their staff. The wild and crazier the better.
SALONS VIRTUAL: Last Promo: 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: Last Promo:** 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)
- **EVENT POSTERS:** 11" x 17" window posters to be provided by CMS
- **EVENT ADVERTISEMENT AND BOOST:** FB Cuero Record & Victoria Advocate

III. Christmas in Downtown 2021 – Proposed pending City Council approval: Friday Dec. 10 & Sat. Dec. 11

a. Discuss attraction contracts for:

1. Artificial Ice Events
2. Showcase Entertainment
3. White Horse and Carriage Company
4. Camels & Critters
5. D & C Pride of Texas Shows

IV. Additional Items for future discussion

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

V. ADJOURN