

SYLVESTER-WORTH COUNTY CHAMBER OF COMMERCE
RETAIL/TOURISM MINUTES
February 27, 2020 - 11:00 AM
SYLVESTER-WORTH COUNTY CHAMBER/ EDA

The following committee members were in attendance: Jean Brooks-Chair, Lauren Grimsley, Karen Singletary, Marilyn Herring, Lisa Davis, Kelly McCord, Staff-Karen Rackley

CALL TO ORDER- The meeting was called to order. Jean Brooks presiding. Prayer and pledge led by Jean Brooks.

AGENDA - Kelly McCord made a motion to accept the agenda as submitted. Lauren Grimsley seconded the motion. The motion passed unanimously.

MINUTES- There were no minutes to approve at this meeting.

Guest - Lauren Grimsley- T-shirt Presentation

Ms. Grimsley had several designs available for the committee to view. Her idea was to have the design placed on a t-shirt or mug. Karen Singletary will take Lauren's design to an artist and have the design more gender friendly. Karen Singletary will send t-shirt quote to Karen Rackley. If sold, proceeds from t-shirt sales will go toward downtown beautification projects.

OLD BUSINESS:

Website - Karen Rackley encouraged all committee members to visit the website. There is a marketing group scheduled to look at the Chamber website and give a proposal to manage the webpage. Karen especially welcomes committee input and feedback. The goal is to have the webpage to be user friendly.

Facebook- There is a group page and chamber Facebook page. The group page will be used for shopping local and Stop and Shop Sylvester-Worth County. Encourage public posts to the group page about new businesses opening and business services available to the community. Public posts will need approval before publishing. Committee input is needed as well for group Facebook page.

Community Calendar - Karen Rackley feels that the community calendar is underutilized. She encouraged committee members to encourage the community to use the event calendar.

Camera Ready Site - March 7, 2020 - Karen Rackley encouraged committee members to attend Camera Ready workshop in Valdosta. Several members will check their availability to attend the workshop.

Post Cards/Brochures - A little over \$4,000 was made on community magazine. Peach State Publications is currently working on brochures and post cards. Brochures will be jointly with Sylvester Main Street.

Stop and Shop Fans - All advertising fees for Stop and Shop fans have been paid.

Southwest Georgia Bank - Matching Funds -Southwest Georgia Bank is partnering with the city of Moultrie to do a \$30,000 grant to match for funds for their downtown. Karen sent the information to Amanda Parr to see if our local Southwest Georgia branch can do something similar for Sylvester-Worth County.

Video - Karen Rackley has spoken with a marketing group to partnership with our local high school video department. The marketing representative will meet with Melissa Edwards. Karen will give results from the meeting between the two representatives soon.

Board Retreat Ideas -The Retail /Tourism Committee will continue to support the following: Directors and Ambassadors are encouraged to wear Shop Local t-shirts as much as possible.

Get traffic count up on Hwy 82 to attract business and industry

Support all festivals and events

Community Magazine and Maps

Geocaching

Community Calendar

Regional Plantation Trace

Update Restaurant Lists/Guide

Update Explore Georgia Site

Business Retail Packages for partnerships with various business

Chamber Brochures

Rack Cards/Post Cards

Promotional items

Camera Ready

Work with DDA

SUGGESTIONS:

Advertise more on Chamber page -Share more chamber posts - funds for advertising is low.

Make Committee aware of any free advertising

Make connection with local Historical Society

Highlight things to do Worth County in school Video - Currently working on it

Advertise downtown on Hwy 82 - Downtown merchants and Chamber could possibly split the cost.

Utilize Pedestrian Mall - Benches have been placed in area and Business After Hours event is held in the space.

Food Truck Events - A challenge because restaurants complain about taking revenue away from their business.

Peanut Drop in downtown on New Year's Eve

Karen Rackley and Karen Singletary will work on Loyalty Cards

Free WiFi downtown- Working on it

Encourage businesses to advertise in Community Magazine

Facebook Live spots

Digital Message Board - working on a board to be placed at Chamber Annex

Mark Your Calendar:

February 24, 2020 - Early voting begins - Senate Race
March 2, 2020 - Early Voting Begins - Mayor/Ward 3 and Presidential Primary
May 3, 2020 - Ribbon Cutting- South Georgia Banking Company
March 17, 2020 -WCMS Awards Breakfast
March 24, 2020 - General Election
April 11,2020 - National Grits Festival
April 20-25, 2020 - Sylvester Cities Week
April 23, 2020 - Business After Hours
May 1, 2020 - WCMS Government Tour
May 4, 2020 - Past President's Luncheon
May 29, 2020 - Chamber Mix and Mingle

ACTION ITEMS:

Add Karen Singletary to Retail/Tourism Committee
Karen Singletary will send T-shirt quote to Karen Rackley
Bring ideas back to next committee for New Year's Eve celebration

Next meeting Date:

The next Retail/Tourism meeting will be held on May 16, 2020 at 11:00 am at the Chamber office.

Minutes submitted by:

Jaki S. Johnson