Historic Downtown Chipley Merchant's Association

May 13, 2008 Meeting

Attendees:	The Den	Angel Cakes	Cheryl McCall
	The Goulding Agency	Foster Folly News	Dutch & Sophia Swart
	Baxley's Cleaners	New Beginning	Phoenix Solutions
	Dana Strait	Dog House	Cute & Sassy
	Mother's Grievance	Antique Mall	Madelyn Culpepper
			Jeannie Betts

Yard Sale ✸ Saturday May 17th ✸ 7:30 - 12:00 ✸ In the alley behind The Den.

An information sheet was handed out showing the cost for a football program ad. We decided to collectively purchase a full page ad for $125.00. If you choose to have your name included in the ad as a Downtown Chipley Merchant call Trudee Wills at The Historic Antique Mall as soon as possible. The cost per merchant is $6.95.

Dutch Swart is almost ready with the plans for the sign on the side of the Merle Norman building. We voted to use black and yellow for the sign. The total size will be 12' x 12'. You may choose to have your business name on a sign measuring 1' x 4' for a one time cost of $30.00 or a 2' x 4' for $50.00. The monthly rental for the sign will be $15.00 per vendor.

We also voted to move forward with a "Value Ad Card". Paul Goulding, will make up the registration cards for us. If you want to have your business on the "Value Ad Card" all you have to do is offer the customer something free each time they visit your store and show their card. For example: if you are a restaurant you could give a free glass of tea with the purchase of a meal. Goulding said it could be anything you choose- perhaps a small percentage discount. All shoppers are drawn to anything free. The purpose of the registration card is to build a customer data base for mass emails to advertise and promote "Historic Downtown Chipley."

We are discussing choosing a logo for our merchants association. Gene Wills has a picture of a train that he has the rights to use. Since Chipley was founded by the railroad and since so many trains go through Chipley every day we think it is a fitting choice. We are discussing designing t-shirts with our merchants association logo on the front and all the businesses on the back.

Cheryl McCall has been appointed as the official liaison with the City of Chipley.

Gary Clark has agreed to give a Strategic Plan Workshop for anyone interested in attending. The dates are June 3, 5 and 10. The workshops will begin at 5:30 and end at 8:00. A location will be announced at a later date.

The Watermelon Festival is June 28. Since the festival ends at 4:00 Mary Draayam from Cute and Sassy is going to try to get the Chipley High School Jazz Band to play downtown. We are also discussing purchasing an ad for the festival like the one for the football program.

The Historic Antique Mall is holding an Appraisal Fair on June 24th. Go through your attic and see what treasures may be hidden there.

Things are beginning to happen!!!!!! All our talks are producing fruit. Please join us

Next meeting is May 20th at 5:15 at New Beginning Weight Loss and Nutrition Center. Hope to see you there!

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