

Historic Downtown Chipley Merchant's Association
www.downtownchipley.com

May 20, 2008 Meeting

Attendees:	The Den	Angel Cakes	Cheryl McCall
	Dutch Swart	Barbara James	Simon Sheffield
	Baxley's Cleaners	New Beginning	Phoenix Solutions
	Dana Strait	Dog House	Madelyn Culpepper
	Mother's Grievance	Antique Mall	
	Indigo Tan	Jamie Fielding	

26 are on the website!!!! Only a few more business are needed for the mass email campaign to begin. Contact your neighbor businesses and encourage their participation. And remember, if you or they need help, you only need to ask. I have my camera at all times and will be glad to take pictures and help with pertinent information.

Trudee put together the football ad and it looks great! When we shared the cost it was \$6.95 each. The watermelon ad has already been turned in also. When we shared that cost it was \$5.50. This is a great way to advertise your business at a very affordable rate and to show your support and unity within the Downtown Merchants Association. If you are interested in being a part of this ad campaign, contact Trudee at the Historic Antique Mall.

Paul Goulding had the design for the Value Ad Card ready for us to see and it was wonderful! Very professional. Trudee is still waiting for bids from printers for the cards and signs for our windows, but the cost may be around \$85.00. We will share this cost among all interested in participating. The Value Ad Card works like this: If the customer wants a card they fill out an information sheet with their name and address. This information will go into a data base to be used to promote our businesses with emails advertising sales and upcoming special events. Once the customer has gotten their Value Ad Card they will receive something free each time they do business with you and present their card. If you want to participate you will have a sign to display in your window. Any customer with a card who sees the sign in your window will be drawn into your store to find out what they may benefit free. No business names will be listed on the card because that could change frequently and require new cards constantly being printed.

The directory sign on the side of the Merle Norman building is going up and looks fabulous!!!! There is still time to have your business on the sign. There is a one time cost of \$30.00 for a 1' x 4' or \$50.00 for a 2' x 4'. The yearly rental fee is \$150.00. There is limited space so this truly is first come first served and slots are going quickly.

The yard sale last weekend was a success. About \$400.00 was raised, which is encouraging. Another sale has been scheduled for Saturday, May 31st. It will also be held in the alley behind The Den. Anyone is welcome to participate, but this time you keep your money earned for your own business. Sale begins at 8:00 am.

Because Monday the 26th is Memorial Day we will not meet next week. The next meeting will be June 3rd from 5:30 until 8:00 pm. Location is 827 Main Street. This meeting is the Strategic Planning meeting with Gary Clark. Bring your own brown bag dinner. Drinks will be provided.

We are becoming a walking, downtown mini mall!!!! We are making friends and finding support and encouragement at each new gathering. Everyone is welcome to join in. Please come.

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