

The Merchants of Historic Chipley

www.downtownchipley.com

January 15, 2009 Meeting

Attendees: Gloria's Eric Galloway Nicole Barefield Antique Mall
Baxley's Cleaners Barbara James Sherri Biddle
Celebrations Mike Lee Exclusive Gentlemen

We met at the new Chamber office. It was really nice to see everyone again. There was a lot of excitement.

Mike Lee gave a Treasurer's report. Two checks were written. One for the float and the other for elf costumes. The bank balance is \$510.00

Thank you Donna Gunter for the excellent job you did planning and carrying out the Christmas Festival. You gave of yourself unselfishly to promote Chipley and all our businesses and we want to tell you how much we appreciate all you did. Everyone that has commented on the Festival has had positive things to say and all the businesses that were open that day reported doing a good day of sales. We are all excited that our first attempt went so well and we are already making plans for Christmas 2009.

Donna led us as we talked through the strengths and weaknesses of the Festival. This is the list we came up with although there could be more.

Strengths	Weaknesses
1. Programs	1. Parade was too late to draw a crowd
2. Posters	2. The No Shows
3. Elf Costumes	3. Too Many Santas
4. Artists	4. Programs weren't gotten to visitors soon enough
5. City Lights	5. Inadequate power supply
6. Pavilion	
7. Entertainment	
8. Pictures with Santa	
9. Lots of walkers	

Ideas for next year:

1. Start the parade at 10:00 am
2. Reconsider placement of artists
3. More committees
4. More food vendors
5. Generators
6. General meeting with all Festival participants

Suggested committees for all our activities in 2009 and the names of the volunteers for each. If you are interested in being on one of these committees let me know.

Committees

1. Publicity Trudee Wills
2. Set Up Greg Baxley, Sherri Biddle
3. Craft Vendors
4. Food Vendors Kim McKinnie
5. Merchandise Vendors
6. Decorations Barbara James, Jackie Baxley, Gloria Potts
7. Fund Raisers Eric Galloway
8. Parade

9. Entertainment Mike Lee

Future Events for 2009 and suggested dates

1. A Taste of Chipley April to tie in with the Spanish Trail Playhouse. Dinner and a Play
2. Watermelon Festival June - last Saturday
3. Trunk of Treat October 31st
4. Christmas Festival December - first Saturday

There still seems to be some confusion about the purpose of our association. Even though we are the Merchants of Historic Chipley, all Chipley merchants are invited to come to the meetings and promote their businesses through the events we plan. We are going to compose a letter and make every effort to reach every business in Chipley.

Next meeting is February 3rd at 5:15 at the Chamber.

Jackie Baxley, Secretary
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