

The Merchants of Historic Chipley

www.downtownchipley.com

February 3, 2009 Meeting

Attendees:	Paul Goulding	Eric Galloway	Nicole Barefield	T.J. McDonald
	Baxley's Cleaners	Barbara James	Sherri Biddle	Kathy Foster
	New Beginning	Exclusive Gentlemen		Dutch & Sophia Swart

We met at the new Chamber office. We reviewed the minutes from the last meeting. There was no treasurer's report this week. Trudee Wills submitted requests to the TDC for advertising money for our 4 projects in 2009 and they have been approved. We have \$3000.00 for a Taste of Washington County and \$1500.00 for each of the other three.

At the last meeting we voted to have A Taste of Chipley but decided to change the name to A Taste of Washington County because it will highlight the entire county, but separate the towns. Paul made the motion for the change. Nicole Barfield seconded and the vote was unanimous.

We spent this meeting discussing how to promote our restaurants. Paul Goulding had so many wonderful advertising and promotional ideas. I am so inadequate at my note taking to do justice to everything that took place so I will try to get the nutshell. Paul has made a mock up of a booklet listing all the eating places in Washington County. Eric Galloway has volunteered to go to each place of business and have them sign off on their free advertising. Paula Bush also volunteered to help Eric with the contacts. Then we will place the brochures in kiosks around Chipley, Marianna, Bonifay, Cottondale, etc. Barbara James volunteered to help Paul distribute the books. The advertising is free, but each restaurant will be given the opportunity to upgrade their ad for a small fee. There will be about 50,000 copies printed and should last about a year. Dutch said he is having a kiosk made to go beside the map and sign on the Merle Norman building. It will have a place for the booklets and business cards.

If you want to see the booklet contact Paul. For a list of all known restaurants go to www.visitwashingtoncounty.fl.com. Paul is also working on billboards for the interstate advertising restaurants in Chipley.

We still need to get a letter written to place in the hands of all merchants. There is still a lot of misunderstanding about what we are trying to do. Greg and I are working on the wording of the letter but would appreciate any input.

The Watermelon Festival Friday night activities will be at the old High School football field or a baseball diamond at Pals Park. Dutch said it would be fun to have a watermelon fight like Gallagher.

Next meeting is February 19th at 5:15 at the Chamber. We will finalize the booklet and coordinate efforts to get approval and make plans for distribution. We hope to tie into the Spanish Trail Playhouse production on the 18th. Please volunteer to help. The same few people cannot continue to do all the work.

Jackie Baxley, Secretary
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