



Corner Renaissance

April 17, 2017 ° Committee Membership Meeting Minutes

Board Members	Design Committee	Promotion Committee	Others Present:
Debby Dial-Holtsclaw	Tim Brien	Delores Gibbs	Sara Anderson, Staff
Ray Herndon	Karyn Grooms	Deneene Guerry	Doug Polen, Staff
Robin McGhee-Frazier	Roscoe Haynes	Kristen Lanier	Charlotte Cruppenink, Council
John Joe Salazar, Chairman	Jessie Newport	Diane Rodwell	
		Mary Rudloff	
		Gayle Sassano	

Call to Order

The meeting was called to order at 6:03 p.m.

Invocation

The invocation was given by the Rev. Robin McGhee-Frazier

New Business

- a. Mr. Polen presented drafts of the downtown shopping brochure, banners, and gateway signage
- b. The Board voted to set May 15th as the date of their next meeting
- c. Mr. Polen introduced the members of the Board of Directors and Staff, and then explained the nature of the three committees.
- d. The attendees broke up into two committees – Promotion and Design. No members of the Economic Vitality Committee were in attendance.
 1. Design Committee
 - i. Sponsorship of Banners
 - The Committee discussed placing the name of the sponsor near the banners, giving the sponsors a reason to commit funds to the project.
 - The Banner sales pitch should be part of the membership pitch being developed by the Promotion Committee. Perhaps levels of membership - \$20 to be a member, \$150 for a banner?
 - Creation of an informational brochure to hand out during “sales pitch” so local businesses better understand Main Street and Corner Renaissance.
 - ii. Walk Program

- 2nd Tuesday of the Month, 6:00 at the Depot. Any available members of the Design Committee will meet and walk Main Street from end to end, looking for issues that need to be cleaned, abated, etc.
- iii. Mural Program
 - Ray Herndon will speak to local artists to get ideas on costs.
 - Tim Brien showed an idea from Philadelphia of art produced by kids in difficult life situations that can be placed outdoors
 - iv. Pocket Parks
 - Doug Polen to find out about the liability of pocket parks, as they will be privately owned.
 - Committee to look for locations and ownership permission at this time, and will consider funding concerns later
2. Promotion Committee
 - i. Festival Unique to Moncks Corner Shop Local Campaign
 - John Joe Salazar suggested Homecoming Festival
 - Dianne Rodwell suggest Arts & Anglers Festival
 - Committee to continue to brainstorm festival ideas
 - ii. Hometown Shopping
 - Kristen Lanier suggested a newcomer guide to be handed out to new residents
 - iii. Booth in Market/Float in Parade
 - Once marketing materials for Corner Renaissance have been established with new logo, Promotions Committee members will attend Town events to pass out propaganda
 - iv. Fee for Membership
 - Sara Anderson suggested a membership fee of \$25, committee agreed
 - v. Shopping nights coordinated with Farmers Market
 - Deneene Guerry suggest June 1 as the next Downtown Shopping event, pairing it will the Famers Market, as well as the last day of school

Adjourn

Motion to adjourn made by Mr. Herndon, seconded by Mrs. Dial-Holtsclaw. Motion passed 4-0.

Meeting adjourned at 7:15 p.m.