



Monthly Meeting Minutes

Wildcard Corp. / 1324 Centerpoint Dr.

8 August 2018/ WEDNESDAY / 9:00-9:30 AM

Membership Review & Financial Report

- 43 members
- Five Rings, Agora, Smokehouse BBQ are new members

Events

Wine Walk (Friday, August 17th)

- Mandatory Meeting **August 13th 6:30PM** @ Sunset Point Winery
- 19 Locations, Assembly Shop no longer a stop.
- Tickets are sold out
- Due to overwhelming response of wanting tickets here is your chance to win, no commemorative wine glass,
 - At at the business, at downtown, at wine walk
 - Till Wednesday midnight. 5 sets of 2 tickets

Main Street Parks (September 21 3pm-8pm)-Tentative

- Any more interest from Businesses to participate in this event?
- Contact is: Trevor Roark, mainstreetparks@gmail.com, 715-570-1961
- Down to three parklets, higher quality, lower quantity.
 - Looking for feedback positive or negative
 - Might need to cancel it this year, budget issues with marketing materials
- Season-long parklets program maximum reduced to make is easier to hear for business owners.
 - Ordinance is still being discussed, reduce the maximum to 2 or so to try it out (bottom of their list)

Discover Downtown (July 21 10am-4pm)

- Looking for Feedback

Scavenger Hunt (Jennifer Burton from American Suzuki Institute)

- July 22-August 3, 2018
- Feedback
 - Made money back: some spent time in store, some came back to store to make purchase, some just got sticker.
 - Didn't see increase in traffic when was not apart of the event.
 - Create Poll for more feedback

Other

- Walk to End Alzheimer's (Saturday, Sept 22nd 9am start)
 - Propose a wear your shirts downtown and if you want to offer a special, (mini paint the town purple for that day) to get people from the event Downtown.
 - Paint the Town Purple Mini-Event
 - Would not cost anything, but committing to having purple-themed business stuff that day/couple days

- Recommend purple-themed stuff and deals for people wearing their shirts
 - Posters for the windows of participating businesses
- Advertising
 - Sports Sponsorship with Muzzy Broadcasting
 - Branding
 - Right now been event based branding marketing campaign
 - Discuss global branding
- Dock in Pfiffner Park
 - Selling pavers with engraving
 - Downtown Point is buying a large one, maybe a central one, that maybe individuals can buy smaller ones to surround it.
 - What do we want it to say?
 - Shop Local. Visit Downtown Point.
 - Grant to apply for due the 13th, for \$10,000 to promote for the dock.

Attachment 1



Stevens Point Alliance Monthly Meeting Sign In 8/08

Wildcard Corp. / 1324 Centerpoint Dr.

<u>Name</u>	<u>Organization</u>
Casey Barton	Wildcard Federal LLC
Talin Senner	Wildcard Corp.
Samantha Stein	Penguin Properties LLC
Troy Hojnacki	Graffiti's Sports Pub
Trevor Roark	Main Street Parks
Dan Sivek	Q Gallery
Jennifer Gausmann	Blue Bead
Jeff Palms	MSTC