

1. Update on Yard Sale action items (discussion lead – Laura)

a. Promotional material update – Laura

- The Duck \$350 advertising now through Saturday
- Times Gazette
- Busy Bee
- Exchange \$288 reaches five counties
- \$50 for each child to distribute flyers. Agreed by all at meeting.
- Jerry will go to Fedex to copy flyers.
- Banners:
  - Five Locations: 16<sup>th</sup> & Hwy 41, Main St., to Beechgrove, Calsonic, and KFC-Shelbyville
  - Phil Gentry, city men, and possibly Duane Drake will hang them.
  - Laura will check on printing of banners

b. Website content update – Bert has been updating as needed.

c. Update on Yard Sale Ambassador – Nancy Powell

- Laura’s mom will not be able to physically participate in riding on a golf cart to visit participants and visitors.
- All present have agreed that a nice write up, produced by Jerry Fox, to give the history and reason for the annual yard sale and proclaim Nancy Powell as the “Wartrace Annual City Wide Yard Sale Ambassador.”

d. Lee Ann – Showing Tractors and Cars: Many said “no”, some brought up liability issues.

e. Laura will call and have CSX slow down through Wartrace for yard sale. (She has to call closer to the days.)

2. Update on New membership drive (discussion lead – Lee Ann)

a. Lee Ann called many contacts and had many ask her what the benefits would be. Group discussed what to say to prospects:

- Jerry Fox will put their business and share posts from their page for any events or specials they may be running.
- Free media publicity on any Chamber events they participate in.

- Wartrace Rack Cards promoting businesses in Wartrace.
    - Paul will see if Pearl still has the template for the Rack Card.
  - Paul and Bert are working on setting up an 800 number for people to get updated information on events and promotions.
- b. Lee Ann and Cindi Drake will work together to call sponsors from the Musicfest and past members to join the Chamber.
3. Update on Craft show feasibility (discussion lead – Lee Ann)
- a. Vendor participation projection report – Lee Ann said many were very interested in a fall event. She has five vendors so far.
  - b. Scheduling considerations – Group concluded that given the short amount of time that we will start the planning in January 2017 for the fall of 2017.
  - c. Competing events- Jerry Fox brought up the competition with Bell Buckle and felt we should have our event either before or after their event.
  - d. Jerry Fox also suggested his former proposed tractor event. He has emailed his detailed plan.
4. Scheduling regular chamber meetings (discussion lead – Bert)
- a. Frequency – Attendees have tentatively agreed that we should meet every second Thursday of the month at 6:30pm.
  - b. Location – Jerry Fox will write a letter to the town aldermen for permission to use the Community Center.