

Merchant Meeting Agenda

January 24th 2012

Easton Resource Center

11 South Harrison Street

Start: 8:30am

1. Welcome to the New Year!
 2. Discussion of 2011 year and overall activity during the holiday season.
 3. Events planned for 2012 through Easton Main Street
 - St. Patrick's Day Celebration – Saturday March 17th
 - Easter Egg Hunt/Activities at Thompson Park
 - Fourth of July event (merchant supported)
 - Women's event (new) - a Fall event and possibly Spring 2013
 - Halloween Happenings
 - Olde Tyme Holiday Events – same as 2011
 4. National Main Street Conference – April 1-4 (w/ Architect Tour of Easton March 31)
Baltimore MD – Convention Center
(See hand-out)
 5. Update on Board of Advisors activities for Main Street Program
 - Developing a 12 month Marketing Plan, then promotional co-op package (sub-committee)
 - Bylaw development, Establishing terms/officers
 - Creating an overall program plan with prioritization for 12 months (March through Feb cycle)
 - Budget development
 - Building capacity and support, Building relationships
 - Addressing the need in January February and March months – events focus on FUN & local audience
 6. Discussion of Women's Event Shopping "event/reception"
 7. Discussion of Merchant Meetings for 2012 – fourth Tuesday of month working?
 8. Discussion of First Weekends for 2012
 - First Friday Gallery Walk – as usual 12 months of year
- April – October:
- Saturday AM (Farmer's Market – per usual)
 - Saturday PM (Artist Showcase at Thompson Park/Harrison Street area– featuring LOCAL artists and fine crafts persons (limited to residents of Talbot County, focusing on up and coming developing artists).
 - Sundays – revival of antiques market, add classic car park-in element