



**Minutes of Promotion Meeting of the Downtown Excelsior Partnership
January 5th, 2017, 6:00 pm, Ventana Gourmet Grill**

In Attendance – Carol Baxter, Tosha Jackson, Carrie Carr, Jill Rickart, Jade Williams, Mary Colvin & Lyndsey Baxter

Chocolate Tour – Carol shared that Stone Hill has agreed to participate as well as Of the Earth Farm Distillery. Lyndsey shared she has been playing phone tag with Four Horses & A Dog, but believes they plan to participate. Carol has also reached out to Arcadian Moon Winery and will be reaching out to Fence Stile and Van Till.

The committee discussed items that are being donated to the prize drawings. Carol will be collecting these items. Lyndsey will be creating a map of the different stops on the Chocolate Tour as well as different trolley stops. Lyndsey will work with Tosha and the trolley drivers to determine the best places for stops.

Carrie & Carol will be handing out tickets, selling trolley passes and collecting tickets after the event. The entire committee will be sharing the social media posts and promoting the event online. Lyndsey will send flyers to be printed to Carol tomorrow before 11:00 a.m. Flyers will be handed out next week.

The Committee agreed that they would charge \$5 for trolley passes/wristbands the day of the event. Tosha offered their heart stamp to be borrowed to indicate those who have paid for passes. Lyndsey will be ordered 400 bags and KCPL will print the Chocolate Tour logos to go on the bags. Lyndsey reported that to date they had sold right after 120 tickets.

Mardi Gras/Irish Festival – There was a discussion of how to move forward with this event. The committee tried to form ideas of how to encourage people to make floats as opposed to driving cars in the parade. Lyndsey also shared that the Atlas is on board for hosting the pre-party but that Broadway Bar & Grill was not interested in hosting the after party. The committee decided to nix the pre-party and just have the Atlas host the after party. Lyndsey will be reaching out to Cheri to verify that will work.

Due to the committee not spending allocated funds on beer and a band they have decided to use those funds to give cash prizes to parade winners. They will have a 1st, 2nd, and 3rd place winner giving \$100, \$75 and \$50 cash prizes. Carol has still agreed to donate \$250 if we have 2 school bands and \$500 if we have 3 school bands. Carol will find judges for the parade.

Lyndsey will be reaching out to the Dusek's to see if we can use their space downtown to create a Promotion Committee float. She will also be reaching out to Misty and Hello Excelsior to see if they would be interested in doing face painting.

Carol will be reaching out to the golf course to secure 3 golf carts to be decorating at the parade. Those will be decorating by Carrie and the Yeltons.

Carol will be reaching out to Chuck Anderson Ford to discuss the possibility of sponsoring the children's bounce houses and will be working with Melissa to secure bounce houses for the event. We will be asking Talented Tots if they would like to man the bounce houses. Jade will discuss with Nate about hosting Spring Up Games as well as reaching out to the SAFE committee for sponsorship.

Lyndsey will work with Gary to get a temporary set up in the Farmer's Market Parking Lot for the bounce houses and complete the City Permit.

The committee will also be reaching out to the library to determine if they would like to set up a Storytime in the kid's corner of the event.



**Minutes of Gin & Jazz Meeting for the Downtown Excelsior Partnership & Excelsior Chamber
January 10th, 2017, 5:30 pm, Ventana Gourmet Grill**

In Attendance – Lyndsey Baxter, Tosha Jackson, Katie Vivas & Kim Sanson

Gin & Jazz – A Great Gatsby Affair – The committee begin discussing the addition of this event by referencing the action plan. Tosha shared that Pickney Bend is interested in being involved in the event. The committee discussed the possibility of offering a sponsorship package for them that would include them provided the alcohol for a signature drink the night of the event. Tosha will continue working with Daphne to find the best fit for this option.

The committee also discussed incorporating a “Casino Night” component into the event. Katie and Lyndsey will be reaching out and researching the legalities of a casino night. Pending it is allowed, Lyndsey said that Justin would volunteer his services to assist the evening of the event.

The committee also discussed including a photo booth into the event. The discussion led the committee to decide upon the Hall of Waters elevator being used as the photo back drop. Tosha will be reaching out to Ellen from The Artisan to see if any of her services could be included in making the photo booth better.

There was also a discussion of including old cars into the event for photo opportunities. The committee discussed reaching out to Keith Winge, Dennis Hartman and Troy Snelling to see if their cars could be used, possibly in the Hall of Waters Circle Drive. Tosha also suggested sending invitations for the event to some of the car clubs in the Kansas City Area.

Tosha will be sharing the idea of including a car show into the weekend to the Cultural Guild.

The committee will be reaching out to various hair salons in Excelsior Springs to see if there can be something arranged where they give discounts for 20’s hairstyles on the day of the event.

Lyndsey suggested adding a complimentary ride home option for the event. They would like to have approximately 5 drivers to take people home (within a 5 mile radius). There would be no fee for this complimentary drive, however, tips would be encouraged.

The committee discussed decorations for the event that will revolve around the black, gold and white theme. Katie recommended looking for feathers from Hobby Lobby as they often have sales. They committee also discussed the layout of the event with the photo booth being at the elevator, the DJ being set up on the Northwest corner of the main lobby.

The committee will be reaching out for a cocktail server for the event and Carol Baxter will be volunteering to bartend. If additional bartenders are needed Lyndsey will assist.

The committee also discussed showing a silent movie on one of the walls and Lyndsey will be determining if there is a wall that would work. Tosha volunteered to use the Chamber projector if this option is pursued.

The committee agreed to meet once a month during February and March and twice monthly in April and as needed in May before the event.