

## Christmas Walk Meeting 9/24/21 at 8:30 AM @ Michigan Brew

In attendance: Jill Tremonti from DDA/GMST, Gail Swope from GPA, Carole Wilder from GPA, Beth Barber from White Pine & Petals, Ande Hentschel from AAV, Maze Steffan from Grayling Rotary/GPA, Matthew Shaw from Michigan Brew/GMST, Cameron Stefanski from Michigan Brew, Rae Gosling from GMST.

### Notes from Previous Events:

- Trolley service provided from Dial-A-Ride, typically sponsored by the GPA. Gail will look into this year's potential costs, Jill/Gail/Carole/Maze will work with GPA to inquire if GPA would like to sponsor again this year.
- Santa @ AuSable Artisan Village - Ande to check with the AAV Board to make sure they can host Santa - board gave green light, Santa will be at AAV.
- Light Parade - pathway to start near Huntington and finish at Crawford County Building timing at 5 or 5:30. Maze will speak to Mr. Muraida (Band Director) about including marching bands.
- Project Graduation connection - could they host a kid's night out so parents can come back downtown from 6-8/9 and shop? Jill messaged with Rachel Longendyke, she will bring up to group after elections take place and they have a better idea of what they are doing
- Michigan Brew would like to host cookie decorating for children
- Connect with the Fire Department to host a bonfire during the event? Jill messaged Jenny French, she is bringing the idea up at their next meeting on Monday 10/4.
- House decorating contest: last year, Gail and the GPA sponsored a House Decorating Competition that went over very well. Would like to do it again this year.

### New ideas:

- Christmas Village - opportunity for vendors and non-profit organizations to be involved in the event. Set up tents downtown (potentially Norway in front of the museum?) with activities and for sales.
- Beth mentioned that Roscommon does a "Spend \$10, get a ticket" drawing with local participating businesses as a raffle - a ticket drawn at end of night wins a percentage of the sales. Each participating business tracks their own sales and hands out their own tickets, giving money to the awarding body. Last year they had about \$32,000 in sales through the area.

### To discuss & update at next meeting:

- More ideas for Christmas Village
- Next meeting scheduled for Friday, October 1 at 8:30 AM at Coffee by Steph.