

Christmas Walk Meeting 9/24/21 at 8:30 AM @ Michigan Brew
Updates from meeting in 10/1 in blue, met at Coffee by Steph

In attendance: Jill Tremonti from DDA/GMST, Carol Wilder from GPA, Ande Hentschel from AAV, Maze Steffan from Grayling Rotary/GPA, Rae Gosling from GMST, Anne Tuck from Up North Apparel and Gifts, Josie Swander from Paddle Hard

Notes & Updates:

- 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 City Hall timing at 5. Maze will speak to Mr. Muraida (Band Director) about including marching bands.
 - Anne reaching out to class advisors for classes to have a float, Maze reaching out to Mr. Muraida about bands.
 - Rae will be altering the River Festival Parade application to cater to this event.
- Project Graduation connection - could they host a kids 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
- AAV is going to do a Giving Tree during the day, then Chair Auction, and Concert in the evening
- Paddle Hard considering working with liquor commission or utilizing parklet space for outdoor alcoholic beverage sales
- Rae mentioned ordering hot cups for Brew Avenue cups for hot beverages, Josie will connect with Coffee by Steph and Michigan Brew to coordinate and fund
- 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.
 - Was casually mentioned at GPA meeting on Tues Sept 28, GPA members in attendance

- Maze is coordinating with GPA to sew Elf hats for volunteers for the event, which will be personalized and have GPA on the back, for volunteers to keep.
- Anne Tuck brought up clydesdales horses, potentially in place of carriage. Anne is reaching out to get a quote, and the committee discussed potential sponsors for funding.
- Anne suggested moving ornaments down to the community tree for parade and tree lighting.
- Jill will be contacting merchants to do social media pushes with their details for sales and events
- Josie will be looking into outdoor bathroom solutions

New ideas & Conversation:

- 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.
 - Carol suggested putting Christmas Village in and around the Historical Museum. Rae estimates there is space for 10 vendors for inside the gates of the space, not including the sidewalk space.
 - Rae will build a vendor app for the event
- Erich Podjaske is constructing signs for events where we need trolley stops and wagon stops, which will be able to be used for the Christmas Walk.
- 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.
- Flyer discussion
 - Amaris building 'save-the-date' flyer to be printed at the City on 8X11 with general information, later making a detailed flyer to be printed on fancy paper.

Next meeting:

- Next meeting is scheduled for Friday, October 8 at 8:30 AM at Michigan Brew.