

Memorandum

Date: April 7, 2009
To: Members of the Main Street Monroe/Downtown Development Authority
From: Andrea Jones, Main Street Manager
Re: Earth Day Celebration Participation

The Promotion Committee has come up with an additional way to participate in the Monroe County Earth Day Celebration. In addition to sponsorship, they would like to have a booth at the event (no cost). They would like the following activities to take place at the booth:

- Spin the wheel and win: We will have forms so that people can fill out their name, address and email address so that we can add them to our contact list. When they submit the form, they will get a chance to spin a wheel (Wheel of Fortune, borrowed from MBT) once for a chance to win a \$5 Downtown Gift Certificate. We would like to purchase \$200.00 in Downtown Gift Certificates for give-away. The RRCA has also donated a Family Pass (\$100.00 value) for "Barrage" showing at the RRCA that evening. This will not only add to our mailing list, but encourage people to spend the money downtown. The chance to spin is for people age 16 and over.
- We will have a laptop there displaying www.monroemainstreet.com to inform people of all of the information that they can find there.
- We will be passing out brochures such as the visitor's guide and tear-off maps, etc.
- We will have a poster entitled "Do you Know..." with information about us and downtown Monroe.
- We will pass out our paper tote bags with our logo and website to every person that stops by the table.
- We will also be asking the DMBN if they would like to participate at the booth.

In order to ensure that the booth is successful we need volunteers to help staff it. Not every member of the Promotion Committee is available to help that day so I am asking for participation from Board members as well. I will be organizing the installation of the bike racks during the event so I am not sure how much time I will be able to spend at the booth. It just depends on how long the bike rack installation takes. We would need staffing of the booth from 10-2 and can easily do half-hour to hour long shifts. Please let me know if you are available to help staff the booth. Every little bit helps.

The subject has also come up over the need to clean up downtown before the event. If the Board would like I can approach the JAWS crew to handle that. Keep in mind that there is the cost of the supervisor associated with that.

The Promotion Committee **recommends participating in earth day by manning a table with \$200.00 in prizes and paying up to \$200.00 for JAWS to clean downtown.**

Thank you.