



Grass Valley Downtown Association

Promotions Committee MINUTES

Wednesday, February 10, 2021

3:00pm

Online meeting

<https://us02web.zoom.us/j/85694830075>

Meeting ID: 883 1433 7012

Dial by your location

+1 669 900 6833 US (San Jose)

Present: Valerie Costa, Brynn Farwell, Erin Thiem, Steven Gold Miners Inn, Pamela Klein, Wrynna Kohler. Chad was unable to join meeting due to technical difficulties. Meeting brought to order 3:10pm

Public Comment-time limitation of three minutes per person for any items not on the agenda and within jurisdiction or interest of this committee. If you wish to speak to an agenda item, please wait until that item is announced.

Agenda Approval

- Consent Agenda February 10, 2021
- Minutes from January 13, 2021

PROMOTIONS COMMITTEE

Agenda Approval-will approve next meeting in March

Action Items

Presentation

Items for Approval

Items For Discussion

- Second Saturdays: GVDA paid for advertising, this time no merchants participated in logos in advertising. Cost on GVDA. Consistency is key to keep it in minds that Second Saturdays are a every month for sales, merchants can and should help promote it like Native Wren did. Regular graphic will be produced. Looking for more and more merchant participation saying what they are doing,

providing experiences. Wrynna thought could add artists to our Second Saturday. Had planned to start art walk in Grass Valley right around March 2020 with same organizer as Art Walk in Nevada City. We can combine forces with the Center for the Arts to produce a monthly art stroll with Second Saturdays. Previously Center had planned to host a third Thursdays in conjunction with Thursday Night Markets. Action step: Brynn Farwell and Marni Marshall will meet to get that plan together for ArtWalk/Second Saturdays.

- Share the Love is 28 days of ways to shop local, share goodwill. Sharing between Nevada City and Grass Valley. Is it unreasonable to expect people to utilize Facebook invitations? Brynn from Center still uses social media for Center events, but they do not get a lot of traffic. Not as effective as it used to be. Erin Thiem wrote a nice blog including GV and NC businesses. Marshall will add some hearts to Stevens Memorial Courtyard to make it a tunnel of love. Valerie Costa said Share the Love inspired a family date day. GVDA asked Girl Scouts, GV Charter, Nevada City School of the arts to make cards for Bret Harte and other nursing homes.
- Virtual tasting events/ Foothills Celebration/ Wine Map: looked into making a virtual wine tasting event. Unfortunately Mario Clough, the head of Sierra Vintners is ill, so will not be able to partner with Sierra Vintners to produce an online event. GVDA and Sierra Vintners have co-produced Foothills Celebration. Sent all the vintners in last year's Foothills Celebration a link to Zinfandel Advocates Producers online event to gauge interest. Heard back from only one vintner. It may be too much trouble for too little interest, and may not be right for this community. Will be meeting with Jocylyn Maddux who was Executive Director for Sierra Vintners starting right in March of 2020 about her thoughts on the matter, and on Sierra Vintners and future wine tasting events.
- Open Studios 2021: Brynn Farwell reported the call for Open Studios is out for applications. Event will be virtual or in person. Went well last year. Decent amount of people went on the tour. New aspect to the tour: businesses can sponsor an artist, which would pay for the tour fee and their logo would be on all the business materials. Can also buy an ad. Or host an artist in your business, have a piece of art and guides as a way to help advertise, and logo would be associated with the artist.
- Center For the Arts has quite a few activities: online concerts and talk series. Hoping will be able to have outdoor events in the summer as are all performance venues. No World Fest, except an online broadcast, in 2021.
- Go Nevada County: Send Valerie events. Did a story on snowciously distant events and snow safety for sledders. Wanted to do something for Valentine's Day, didn't want to encourage tourists to come, being cogniscent of guidelines. Aware of specials at hotels for romantic

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weekend. Promoting online activities. Send Valerie Costa information to put on Go Nevada County that involve tourism.

- Erin Thiem (Erin Thiem Photography/ Outside Inn) encouraged positive messaging for every month. People are traveling and booking rooms at inns.

Think about casting net further and even get farther ahead about recreating responsibly at the river and outdoors for Spring and Summer would be wise; Being positive with messaging to visit and to be responsible.

- Gold Miners Inn/ Steven reminded we all have lists of people we talk to. Rules different each place you go. When come from other areas businesses need to keep in mind communication about phases we're in, what else visitors can do while they are here. Remind them we're here and there are things to do.
- Future goal: getting restaurants and hotels to work together and create packages regularly, maybe also in conjunction with downtown events. Getting a Tourism Business Improvement District started to fund tourism throughout Nevada County will not happen this year. Funding for serious tourism marketing campaign will need to be funded somehow. In the meantime, relying on businesses to promote themselves, to cross promote and continue to let the downtown association and Chambers know what they are doing. Will continue to have these discussions to encourage ideas.
- Art Map Downtown: GVDA trying to get some temporary selfie stations done by local artists to fill some of town as well as an online map of locations for public art downtown. Casting a wide net soon for local artists. Marshall will talk with City about parameters for implementing-size, particulars for locations for selfie stations.
- Farmers Market: Wrynna Kohler asked will it happen. The Market at Grass Valley will be handling the paperwork to put in for permits for farmers markets. Will not be able to do a Winter Market on second Saturdays in Feb, March, or April, but will be able to start a weekly farmers market in May that will be combined with the regularly scheduled Thursday Night Market that starts in June.
- Wrynna asked if there were troupes on the ground to help implement some ideas since emails often get lost and are not enough to garner the enthusiasm and participation. Need the personal touch. The GVDA board will be assigned to a list of merchants and will be asked to visit those businesses to deliver newsletters, communication, posters and more.

Adjournment 3:48pm
Minutes by Marni Marshall