



Grass Valley Downtown Association
Promotions Committee Agenda
March 10th, 2021
4:30pm
MINUTES

Chair: Chad Wingo

Present: Chad Wingo, Pam Klein, Brynn Farwell, Valerie Costa, Erin Thiem, Marni Marshall

Meeting brought to order at 4:30pm

PROMOTIONS COMMITTEE

- **Public Comment**-none
- **Agenda Approval**- Consent Agenda for March ,2021: Pamela Klein approved, Brynn Farwell seconded
- Minutes from February, 2021: Brynn Farwell approved, Pamela Klein seconded

- **Action Items**-no action items

- **Presentation**

- **Items for Approval**

- **Items For Discussion**

Check out shop Nevada County site that Nevada City Chamber of Commerce is doing for all of Nevada County e-commerce for brick and mortar and vendors. View and sign up at <https://www.nevadacitychamber.com/shop-nevada-county/>

Second Saturday/Art Walk-Brynn Farwell and Marni Marshall coordinating efforts to create a monthly art walk. Pairing interested artists with stores to host artists inside and outside. Art Works has a 10 year anniversary and a Center For the Arts youth programming fundraiser. Art participation event, participants give buy and decorate canvases which will be displayed in window of Art Works Gallery for sale.

The event will grow, Chad noted, when merchants see what it is and what it looks like. Chad Wingo offered to contribute with a designer

Art Map-Brynn Farwell, Nancy Solyan and Marni Marshall have finished the first round of Art Map Grass Valley, listing all public art and history. There is also a

section for Second Saturday artists that will be updated every month. GVDA was going to work with Cynthia Levesque to create Art Walk similar to Nevada City's in March 2020, then pandemic hit. Now able to produce one. Not with Cynthia Levesque since she is now moved, but we are creating our own. Pamela Klein asked how individual artists can be listed on art map: email Marni Marshall, Brynn Farwell. If they want to participate in a space, then we will send them a form to fill out.

LiveLoveArt temp mural project-mural project put together by GVDA and GVDA board very quickly and has opening reception at April Second Saturday Art Walk March 13th. Inquired with City about the requirements, and the committee ran with it. That project will be up through April, maybe longer, depending on how they weather, and if Mill street stays closed.

Merchant meeting with City of Grass Valley March 12th 9am at Mill and Bank.

Mill Street closure comes to City Council April 13th.

Easter-hurrying to create Easter activities. Chad will look into scavenger hunt activities. Went on scavenger hunt corporation retreat created in Sacramento will look into what it would take to create for Grass Valley. Has experience working with such activities. Jesse Ettlín also has ideas about utilizing Crossroads church games and volunteers to have a family fun Easter. Yuba Blue and City got metal flowers and flowers in planter boxes. City also investing in wooden eggs and has ideas. Pamela Klein likes idea of an adult Easter crawl as well as a family activity. Easter eggs could be coupons for businesses downtown, prizes in a drawing. Chad and Marni to visit the Easter activities this week.

Brewery (GV Brewing Co) has virtual pub crawl/brewmunity/ geo technology. Hopefully can utilize for GVDA events.

St Patrick's Day: GVBC doing drink specials all week

Remember to submit events to GoNevadaCounty. Fishing posts is most popular. When we're ready to promote outside the area, send Valerie Costa. Chad Wingo and Valerie Costa manage GoNevadaCounty and have been putting out messaging that details how to visit Nevada County and be a good visitor.

- **Adjournment 5:06PM**
Minutes by Marni Marshall