

**Benicia Main Street
Fundraising Committee Meeting
Tuesday, June 14, 2011 at 9:00 AM
Conference Room 2 at City Hall**

MINUTES

Members present: Rob Machado, Helaine Bowles, Chris Strawbridge and Bonnie Silveria.

Staff present: Nancy Martinez, Deborah Meyer and Carla Gallagher.

I. Ghost Walk

- A. Ghost Walk hosts are manning a Farmers Market table every other week.
 - 1. The hosts are planning a convention in October, this is their event we are assisting in a location search.
 - 2. They are working on developing sites all along First Street.
 - 3. We continue to get positive feedback from attendees. It was suggested that these comments be used in PR outreach.
 - 4. It was suggested to contact paranormal television shows for coverage.

II. Marché Benicia

- A. Larger attendance—over 2,000 this year. All numbers are up from 2010.
 - 1. Positive responses as people left at the welcome table.
 - 2. Constantly seeking more French vendors.
 - 3. A press release or column to Benicia and Vallejo newspapers to inform the public of our success.

III. Benicia Fine Art & Jazz Festival (July 30 & 31)

- A. Fliers and posters are going out to merchants. DBI has posters out in Napa and Solano counties.
- B. A proposal from KKDV was presented and the consensus was to go with it, but offer space at the event.
 - 1. They cater to our target market, money is in the budget, and we should see if we can leverage a visual presence for more air time.
- C. Nancy did an interview with Barbara Rogers for Comcast, a stage sponsor for Art & Jazz, which will air for the entire month of July. They will run our commercial ads for two weeks before the event.
 - 1. Can we get this on our website, Facebook, VisitBenicia.com, etc.
 - 2. Should also be presented to city council at the public comment session.

IV. A Great Dog Day By The Bay (August 27)

- A. This year a dog disc group from San Francisco will participate with a competition.

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- V. Benicia Fire Department Fireman's Muster (September 24)
 - A. This is their event. Benicia Main Street only supplies vendors and recoups vendor fees.
- VI. Other
 - A. Criterium Bike Race
 - 1. Check with city to see if they are doing a survey—if not we should get one out this week even though it is not our event.
 - B. Positive response to Sunset Magazine article and fair.
 - 1. Definitely our target market.
 - C. Next month bring fundraising ideas for January and February
- VII. The meeting was adjourned at 9:55 AM.