

MCCA Meeting
Wednesday, February 10, 2016
Capitol Civic Center

Attendance

Lee Anne Raleigh, Manitowoc Area Visitor and Convention Bureau
Chris Hoppe, First German Lutheran Church
Diane Wallender, HTR Media
Zita Gehl, Fabric Creations
Rick Couron, The Hearty Olive
Justin Nickels, City of Manitowoc
Karen Duvall, Wisconsin Maritime Museum
Michelle Linville, Big Brothers Big Sisters
Erika Zastrow, HTR Media
Jody Dubinsky, Treasures
Corky Zoerb, Before N After
John, Before N After
Gary Stolp, Subway, Board member
Pat Mecca, Grape, Grain & Bean, Treasurer
Barb Gelhausen, The Seamstress, Secretary
Cathy Karl, Heart & Homestead, Chair

Meeting called to order at 8 a.m. by Chair Cathy Karl

Minutes of last meeting passed as read

Treasurer's report passed as read

MCCA's fiscal year runs July 1 to June 30. Invoices will be mailed
To members.

GUEST REPORTS

Chamber of Manitowoc Co

No report from Chamber. Big Brothers Big Sisters received the Non Profit of the Year at last night's dinner.

City of Manitowoc

City had meeting with downtown business representatives and Farmer's Market, hoping the 3 groups could work together to grow the Downtown. Farmer's Market is not interested combining efforts. City will continue to collect vendor fees and pay for upkeep on the lot.

City council approved funding for demolition of Mirro building. Now working on gaining ownership of building. Possible demolition will be Nov-Dec. 2016

MAVCB

Visitor guide is now available. Boxes can be picked up at the Visitor Center or be delivered. If anyone has photos of Ice on 8th, the Visitor's Center would like them to use for winter promotions.

OLD BUSINESS

Visitors Guide

4 ads are outstanding, invoices have been sent.

Crossings Magazine

We will share a page with Two Rivers and MAVCB. We currently have 6 spots filled and need 2 more, at \$150 per ad.

Ice on 8th

Discussion on prevention of vandalism, better communication of event and earlier planning of event.

Ornaments Fundraiser

We have ornaments #1, #3 and #4 available, #2 with the sub is sold out, and the cost has gone up \$1 since first printing.

NEW BUSINESS

St. Pat's Celebration

Parade is on March 11, Parade at 6:30, with fireworks to follow. Gold Coin Grab will take place March 1 to March 17. Cost is \$30 and will include materials and advertising.

Hotel Guide

Goes in Fox Hills, Best Western and Holiday Inn. Representative will be in the area soon, please work with her for ad space. Cost for ad is \$150 for members.

A day in the Life on a Peep

Contact Jody Dubinsky at Treasures for more information on this.

Spring Ladies Night Out

Promotion is in the works.

OTHER

Cory mentioned several of the downtown businesses will participate in the Vintage Shop Hop promoted through social media, March 4 and 5.

Subfest will have no vendors so MCCA will be able to set up for them at Krazy Daze.

Bands are lined up for Friday and Saturday nights for Subfest.

HTR is giving MCCA a free header if we have at least 4 businesses putting a \$99 ad in promotion. This saves MCCA the cost of the header as in earlier years.

Big Brothers Big Sisters will be sponsoring Bowl for Kids Sake fundraiser on March 4/5 and March 11/12. Cost is \$100/person or \$500/team.

Balloon Glow is set for Friday, August 19, planning meetings will start soon.

Capitol Civic Center will have a large wedding the Saturday of Subfest/Krazy Daze.

2 movies will be shown on Saturday night.

Meeting adjourned at 8:50. **Next meeting will be Wednesday, March 9, 6:15 p.m. Wisconsin Maritime Museum**

Barb Gelhausen, Secretary