



MINUTES
JONESBORO DDA & MAIN STREET
PROMOTIONS AND ORGANIZATION COMMITTEE
REGULAR MEETING
AND PLANNING SESSION
JANUARY 9, 2024 10:00 AM-2:00 PM

Members present: Karen Sullivan, Andrew Simpson, Economic Development and DDA Executive Officer, Tammary Scott, Santia Fox, Jule Segner, Mitch Johnson, Dana Holmes, Jaynine Taylor, and Penny Fausett.

Meeting/Planning Session of the Promotions and Organization Committee was held in conjunction with the DDA regular meeting, for January and was called to order at 10:10 am by Jule Segner, Chairperson of the Promotions Committee.

A motion was made, by Penny and seconded by Dana, to approve the agenda as written. A motion was made, by Penny and seconded by Jaynine, to approve the minutes from November 28, 2023. Both were adopted by unanimous vote.

Items of business for the meeting are as follows:

Evaluations of the December events were positive. The **Jonesboro Jingle Jam**, which was moved inside City Center because of weather, was well attended and enjoyed by all. **The Mayor's Mommy and Me Christmas Tea and Daddy Too** was also well received and well attended. This was the first time for this event. A couple of comments: only 2 little boys attended and it was discussed as to whether we need to provide a separate event for Father/Son or Mother/Son with the Christmas holiday theme. It was advertised primarily as an "girl" event.

Ideas for events from January – June 2024 were discussed. The first event, the **MLK Parade and Ceremony** will be held on Monday, January 15, 2024 at noon.

The St. Patrick's Day "Street" Party will be held on Friday, March 15th, as St. Patrick's Day falls on a Sunday, this year. We will book the same Irish Dance Organization as last year. We opted to not use the Harpist, or the Bagpipe player as the Dance entertainment lasted throughout the event, not leaving time to direct focus on other entertainment. Again, we will serve "Main St. Margaritas".

Another try at the **Kentucky Derby** was discussed. While it has not been hugely successful in the past, it was suggested by Dana, to see if **The Cigar Parlour** would be interested in hosting this event for us this year. Andrew will follow up.

The budget was discussed. The DDA needs to increase income by charging for more of our events. Most of our income revenue is coming from the Nouveau rental. We still must provide a concrete ramp leading to the trash bin on the side of the restaurant. This provision was in their initial contract with the City.

The Work Plan for 2023 was revisited and completed for 2024.

Andrew reminded all attendees that DDA members must have Main Street 101 Training and should attend Regional Meetings, if at all possible, in order to keep our accreditation as a Main Street Community.

By-laws were reviewed, and updated and Mission and Vision statements were rewritten in the following way:

MISSION STATEMENT

The mission of the Jonesboro Main Street program is to sustain history and to strengthen the year-round Economic vitality of our business district through creative experiences, maintaining partnerships, and the high quality of life available to families, residents, and visitors alike.

Vision Statement:

Promote a diverse, vital, and culturally rich Main Street Jonesboro District, revitalizing the Main Street corridor, to embrace history, business, art, entertainment, innovation, and community partnerships.

Having no further business, meeting was adjourned at 2:06 pm.

Respectfully submitted,

Jule Segner
DDA Member
Promotions Chairperson