

AGENDA
Merchants Meeting
Southern Plenty Restaurant
Thursday, October 12, 2023 – 8:30am

1. **Harvest Festival** – The event went well and some downtown businesses reported better sales this year than last.
2. **Light-Pole Decorating Contest Updates** - Many are already decorated and some others in process. We still have some available for businesses and non-profits but they need to be decorated soon. We will take pics and post on Facebook for voting the last week of October.
3. **Cruz-In Update** - Rain caused rescheduling but it was a GREAT turn-out for a Sunday rain date. More than 200 vehicles registered and the weather was perfect!
4. **Sentara Flu Drive-Thru Event** – The event went smoothly although lower turnout than expected due to rain.
5. **Eclipse at the Market Event** - Thanks to Staunton River State Park and CHAOS – Chapel Hill Astrological and Observational Society - for planning the event. Astronomers planned to bring telescopes and protective glasses for everyone – unfortunately the weather did not cooperate. The astronomers plan to come back later for another event.
6. **Pink Out Night** - Wednesday, October 18 from 3-7pm at the Downtown South Boston Farmers Market with Simply Southern Bistro, Drumlogic, and We've Got Rhythm Dance Academy. There will be a raffle for a \$50 gift card to downtown businesses – raffle tickets are \$5. Please try to stop by for the event and wear pink! The event is to raise money for the Halifax County Cancer Association.
7. **Christmas Under the Stars at the Market** – November 29th – 4-8pm with Christmas tree lighting, music, games and activities, vendors with holiday gifts, food, and more; hot chocolate, coffee & other treats available from the food truck.
8. **Downtown Christmas Open House** – Sunday, November 19th from 1pm-5pm. Please plan to be open! We will have a DDSB gift card giveaway at the end of the day. Details coming soon.
9. **Small Business Saturday** – We plan to provide the public with a list of places/things where people have to take a selfie for a prize. There will be three winners and a downtown gift basket will be part of the prize so we are asking downtown businesses to please donate to the basket. We are including a \$50 DDSB gift certificate for each winner as well. Details are being nailed down and we will post updates when final. You can drop off your donation for the basket at the DDSB office downtown or call the DDSB office to have someone pick it up from you.
10. **Christmas Parade Updates** – Registration for float entries is open; register your entry soon!
11. **Downtown Businesses: Grant Opportunity Update** – There is an upcoming 2024 business grant that is only available for downtown businesses. Tamyra is working on the grant draw-down details and working on the pre-work requirements. Just recently signed the Memorandum of Understanding with the State. More information to come soon!
12. **Christmas Brunch** – The meeting attendees decided we should have a Christmas brunch for our downtown business owners. More information to come soon – it will be a lot of fun so hold Thursday, December 7th at 8:30am as a tentative date! We'll finalize the date asap!
13. **Other Ideas** – Mary Bagwell suggested we create table tent cards with QR codes to direct people to the Facebook page and website to keep up with what's happening downtown. We will look at doing this and each business can display them where they will easily be seen. We are exploring different options for a cost-effective approach that stays relevant throughout the year to direct people throughout the downtown area.

Thank you to everyone who attended the meeting!