

**BENICIA MAIN STREET  
PROMOTIONS MEETING  
Conference Room 1  
February 11, 2015 at 9am**

Members present: Laura Kohl, Lori Campbell, Rosaria Crivello-Sweeney, Judy Partika, and Mike Caplin

Staff present: Nancy Martinez and Deborah Housman

Downtown Benicia Restaurant Week (Jan 18 – 24) – Committee reviewed merchant surveys. 13 surveys completed; BMS had to take a number of them over the phone and manually input them. 3,000 passports were passed out. Cost to BMS is around \$500 for printing, advertising, ect. This promotion is no cost to participate as January is slow month for dining; hence it is important to keep costs down for restaurants.

Pamper Me Week (Feb 21 -27) – 19 businesses signed up. There are around 40 downtown salons and spas; thus signups should and could be more. Many seemed to have trouble getting stylists/operators to agree on a promotion or couldn't get together a promotion by deadline. BMS made sure every operator received an invite and supplied promo ideas via email.

Antiques, Collectables & Vintage Month of March – Judy has been talking it up to businesses. Last year this promotion received a great response from participating businesses.

Art & Galleries month of April – Nancy got an update on Art Walk from Teri Davena. A member of Arts Benicia will be coordinating the 2<sup>nd</sup> Saturday event tentatively slated to start again in April with a Steampunk theme.

Benicia in Bloom (May 16-17) – 2-day shopping promotion. Talked about having again a “Wear a Hat” Drawing for \$100 Downtown Dollars with all kinds of hats: fancy, stylish, baseball caps, ect. Soroptimist will be having a fundraiser at Camellia Tea that weekend to coincide with the promotion.

Meeting adjourned.