

**Market & Enhance Strategic Committee**  
**Thursday September 15,2016**

Members present: Walt Uebele, Rob Dudeck, Corina Kretschmer, Rose Dolatowski

#1 Review existing chamber calendar. List pros & cons. Suggestions

Pros – Good Comprehensive Calendar. Separate list of events. Link to Focus on Burlington

Suggestions for improvement:

**Remove the event times.** This makes the calendar look congested and the reader does not get to see the total title of the event. Once they click on the event – then the specific info is provided.

**Email reminder.** At the bottom of the event there should be the capability for the reader to provide info for an EMAIL reminder about this upcoming event.

**Add Event Button.** Move the button to the top of the page where it is more visible. It is currently available, but at the bottom of the page.

**Share.** Would it be possible to allow readers to Share the event info with their own Facebook page? This would be another good way to spread/share information.

#2 How do you find out about events?

Chamber Calendar

Newspaper

Word of mouth

Organizations a member of or involved with.

#3 What are some effective ways to “spread the word”?

**RADIO.** Local radio station WBSD 89.1.

WLKG 96.1 Lake Geneva. This has been a great source for the Garden Center.

We should PROMOTE these radio stations and see if there are others (25-50 mile radius) that we should be contacting to promote Burlington Events.

**Hotels.** Does each are Hotel (Hampton Inn, Baymont Inn, Americin Inn) have a TV channel listing current local events? This may be another way to capture individuals who may be staying in town for business or pleasure and have a few hours to spare in between obligations.

**Plaza.** Always run local promotions before every movie. This would “hit” all different groups & generations. We should promote the local theater.

#### #4 Enhancement of downtown.

Instead of having EMPTY storefronts, we could have a variety of groups/organizations utilize these areas to Enhance the look of downtown with art work or Market upcoming events in a tasteful and attractive manner.

It would make the downtown be more interesting and inviting.

Children’s art work (Full window such as on butcher paper)

Theater groups could display costumes. Along with flyers/posters

Civic Organizations could have certain windows to promote their upcoming events (Kiwanis pancake breakfast, Lion’s BBQ, Rotary Round Up etc...)

Schools could use to promote upcoming events; plays, homecoming, prom...

Churches could also use these areas for Fall festivals.

Chocolate City festival.

#### **Assignments:**

- Review Chamber Facebook Page.
- Continue to review other community calendars for further recommendations.
- Inquire about the city / chamber using Linked in to have followers for certain areas of community we are promoting (ex. Bike trail, School System....)
- Contact Hotels re: current events TV channel

#### **Next Meeting:**

**Thursday October 20**

**7:30am**

**Coffeehouse at Chestnut & Pine**