

Executive Committee Meeting – 1/6/26

Nomination of New Board Member

Allocate Design funds for project (\$7,500)

Promotions

- Video Series **"I can't believe this is my hometown"**
 - o 1. music playing on speakers downtown-heartbeat of a city-dancing
 - o 2. pedestrian friendly
 - o 3. so much food to enjoy! (old footage with new of brewery, hoskins, apple blossom)
 - o 4. a piece of American history (250th)
 - o 5. one of a kind art
 - o 6. unique character & charm in architecture
 - o 7. a safe place for the family to slow down (shade, wall seats=outdoor seating)
 - o 8. events
 - o 9. instagrammable moments
 - o 10. Specialty drinks - coffee at hamocks, beer, dirty sodas at Chunky Monkey, fountain at Hoskins, old timey bottles at Hoskins in the Flat, etc.
- Christmas Destination City
- Nighttime downtown – not going to Knoxville
- Update brochures

Events

- Polar Express Train Rides at Christmas
- Tree lighting downtown
- 250th celebration of America incorporated into Spring Festival
- Mosaic – increase race participation

Design

- Update Walking Tour Website and create brochures
- Landscaping Church Street
- Gateway signage study
- Christmas decorations – lining rooftops in lights
- Further volunteer of the year program, beautification, sign decorating

Economic Development

- Complete an Annual Report for 2025
- Intentional nonprofit asking at events
- Legacy Stroll: a 1st Look at Downtown Event after construction completion