

Essex Off-Season Event

Business Owner Meeting

3-28-2023

Attendees: Dana Menon (Essex), Michelle Moon, Claudia LaFontaine (CSC)
Heidi Jackson Dean, Gayle, Andrew Spindler, Dan Kiely (Great Marsh Brewing), Anna Hardy, Ted Twombly, Rebeccah, Ashley Brooks, Donna Roy, Ruth Pereen, Tina Lane, Thomas Riordan, Carmon Emery, Natasha Taylor, Olivia Perez O'Dess, Jodi Harris, Terry, Anneliese Brosch, Kelly, Stacey Clairmundo, Natasha Taylor, Shea's, Mary Brown

Meeting Notes

General

- **Programming Overview**
 - Support themed events/promotions at businesses, pop-up activities, partner programs, performances and installations
 - **Vendors:** balloon artist, chalk artist, musicians, partner events with Greenbelt/other outdoor activities
 - **Bridge ribbon cutting:** Saturday at 10 am. The temporary bridge will be there still.
 - Examples of events/programming business are doing.
 - At In Home Design, Anna is making earrings with fresh flowers, flower crowns, other "mini classes", butterfly release on Sunday. 4-5 total events.
 - Big "flower flash" displays at ~5 locations around downtown, and window displays at businesses. Want to encourage people to stop by, enjoy, take photos.
 - Shops can decorate any way they like. Can be done the week prior too.
 - Question: these displays look great, but not everyone has the skills to set up. **Is any support available for business displays?**
 - Ashley is going to put together some install artists/local help.
 - Pocket parks along the causeway will be improved before the event.
 - Ideally the street will be swept beforehand
- **Promotion**
 - Graphics files will be shared for online promotion, printed marketing materials will be delivered
 - **Anna has a map to share** – update map with information about where events are, can add events to that map for social media
 - Deadline for events to be added to the map? **At least 30 days in advance. – 4/19.** If you don't know what your event is, it can be TBD.
 - Timing for events – make sure that shop events are not all being hosted at the same time
 - **Develop event itinerary.**
 - Calendar/itinerary will be shared on all social media + website
 - Where will the event be promoted?
 - Social media, posters, postcards, a large banner (posted at Cape Ann SUP + Surf), news, organizations/groups, Northshore magazine, The Bridge (some live interviews), The Cricket, Eventbrite, Chamber of Commerce guide/social media
 - Add Boston CVB <https://northhofboston.org/>
 - Cory at the Bridge is able to share promotions/materials online too
 - Artfluence potentially able to share with the Globe for regional promotion

- Carmon offers support via email for social media posting to everyone
- **Businesses: Permit Process**
 - Must have a business license.
 - Permitting required for anything you are not normally permitted for; applications will be bundled.
 - **Permitting/licensing is due 4/12, at 12pm - NO EXCEPTIONS**
 - **Write ESSEX IN BLOOM on top of applications. Reach out to Jodi with questions, info is on the town website EDC page.**
- **Questions**
 - Will Great Marsh Brewing decorate?
 - Yes, GMB will host “Pints and Poses” yoga in the beer garden. Seeing if they can get the tent put up. Has some other ideas.
 - Is there a rain plan?
 - Encourage people to be prepared – bring umbrellas
 - Is CSC coordinating the chalk artists/other vendors? What other events has CSC done, what’s been successful?
 - Yes, CSC is contracting directly with vendors. We have mostly done events in a public space. Make it fun! If it photographs well that draws people in.

Next Steps

- CSC to share Marketing Graphics package
- **Businesses to submit Permitting application package due 4/12 @ noon**
 - <https://www.essexma.org/home/economic-development-committee/pages/essex-bloom-licensing-info>
- Businesses to submit **business activity + participation** forms
 - Or email information to brightideas@carmonemery.com
 - [Business Activity Survey](#)
 - [Marketing Form](#)
- Develop itinerary/calendar of events