Final Friday Strategy
February 9 / 1:30-2:30PM

Present: Jerod, Kevin, Hannah
Late: Jay
Absent: Ale, Nathan, Ben

General Ideation
Start activating
3-4 businesses activated on Final Fridays
Head down to [locations] for big activation - stagger bands - Monument Park - The Lodge
Avoid cover bands / focus on original, local music
Connect with Civic Activities Board? - Visioning Session - cultivate positive relationships
(Tammy to program Monument Park)

Assign a budget to Monument Park stage each month and have Scott/Sofaburn curate it?

Monument Park as "central green"
Bands, food, beer
Close Barry on N side of Ave
More financial needs: booking for bands, for food trucks

This group could be the planning committee
Meet monthly

Businesses to fund their own bands/programming (example: The Garage $250-500 for acoustic artists)

Bare min: band at The Lodge, band in between (Monument Park), band at The Garage

Activation Partners (May and Beyond)
The Lodge
Monument Park
UnaTaza
Nathan + biz
The Eagle
The Garage
Reach out to retailers (racks out, specials at Galactic Chicken and Taqueria Nogal)

Sponsorship ideation
Riverside
Manhattan Harbor

Branding

Keep it simple at first - pick a font and be consistent with it
Dayton Main Street will also need to be rebranded / renamed. Survey will help shape new brand
Melissa to help with event planning

Collateral Needs
Poster
Map
FB Event

Final Friday Rollout plan
March 25 - Garage bar and band, possible food truck, then Comedy Nite
April - Soft push with Nathan and Ale - April
May and beyond - big push for Memorial Day, all businesses on board, incl. Monument Park
September - Closing Rock the Block theme

Staggered and varied programming, *example*:
6pm acoustic at The Garage
7pm big band at Monument Park
8pm rock music at The Lodge

To Do:
Hannah to meet with Scott
City to think about activating and programming Monument Park (Dan - yarn)
Jay to connect us with Jerry to help plan final Rock the Block in Sept?
List of events happening in the Fall to make sure we aren't competing