



Miracle Mile Community Improvement District

Promotions Sub-Committee

Wednesday, January 31, 3:30 pm

via Zoom

AGENDA

1. Call to Order Open Session – *John Precissi, Chair*
2. Public Comment (3-Minutes Max Per Person)
Please keep comments directed to the item being discussed.
3. Communication & Event Survey 2024 Responses
4. Review of Calendar Events (2024 & 2025)
5. Old Business
6. New Business
 - a. Annual Sponsorship Package
 - b. Farmer's Market
 - c. Merchant Marketing Program
7. Next Meeting: **February 21st, 2024, at 4:00 pm via Zoom**
8. Adjournment

Miracle Mile Communication & Event Survey 2024

Respondents:

- 3 Employees
- 28 Business/Property Owners
- 1 Property Owner

Preferred Method of Communication:

- 17 Email
- 5 Email/Text
- 7 Text
- 2 In Person
- 1 Call
- 1 Post on Website

Do you follow Social Media:

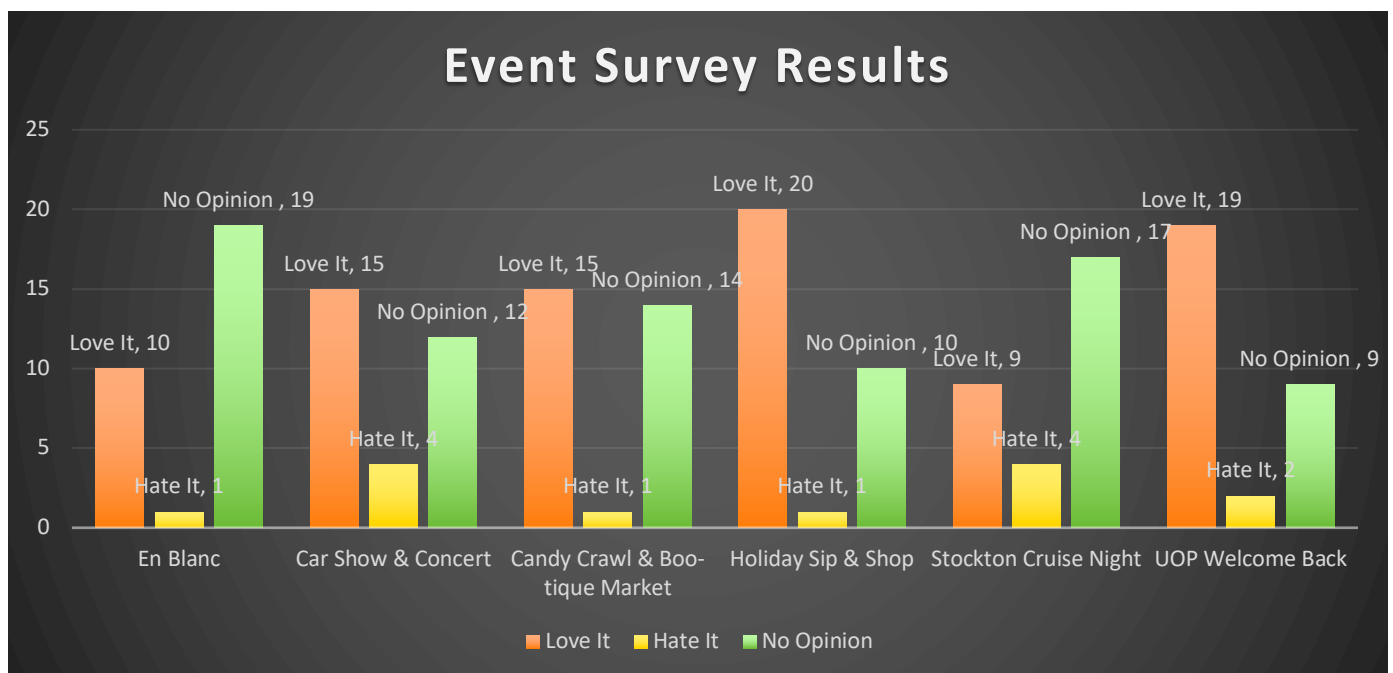
- 13 Facebook & Instagram
- 11 Instagram
- 4 Do Not Use Social
- 2 Facebook
- 1 Twitter

What would you like to see as relates to Miracle Mile events:

- 22 More
- 9 About the Same

Would you like volunteer to help with events?

- 18 No
- 13 Yes



National night out would be amazing, they did it downtown this year. They barricade the streets for free on this night only, it would be great to have a DJ and other events for the community.

More family events, VR game trucks are available

Theme nights.

First Fridays? Merchants can showcase new arrivals

Christmas family event with Santa, reindeer, hot cocoa sales, train rides for the kids, maybe a light show.

Santa visits, cocoa strolls

Valentine's event with photobooth, some attractions for couples as well as singles.

Mother's Day Mimosas sip and shop

Back to school night

Sidewalk Saturday sale

Fashion shows

Maybe a movie night with a protector and big screen

December is big for Christmas, so maybe more events at that time.

Meet and greets

Art and craft fair

Easter egg hunts

Scavenger hunts between the merchants

Paint party

Witches night out

Ornament stroll

Themed girls night out events

Taste of the mile

Wine stroll

Music on the mile/wine stroll

Small business Saturday (swag bags, raffle, give aways) help with promoting.

I do believe we should do something in the small alley like they have at Yosemite Village with either the umbrellas or grass wall for photos. I understand there is a lot of transient people walking through however, I feel that the more we show up and clean and the more presence they see the less likely they will be to come around. If they see a place is not taken care of they are most likely to camp.

MIRACLE MILE COMMUNITY IMPROVEMENT DISTRICT

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We would love to participate in EVERY event. But there needs to be change. There needs to be a way that all miracle mile merchants can be included. Not just the few in the middle. When something looks hard or difficult that's when we brain storm and find a way. Every small business is valuable and deserves to be included.

I would love to keep events going but Fat City has to be part of them! They are supposed to help the whole mile not just one area of the mile. If that can't happen then count me out!

Craft fairs

Any event that promotes the Mile and its businesses.

Promote Oktoberfest with Beer Crawl
Wine stroll with grape harvest and farmers' market
Girls' Night Out with Music, Music, Music and shopping

I will have to give it some thought.

Maybe an international food festival
Antique flea market
Mardi gra
More Themed events
Candi deserts/pastry fair
A diy fair, learn to make/repair/cook

Nonprofit day. Invite nonprofits to set up a booth on the Miracle Mile. This is what Stockton's magnificent started out as.
You give the nonprofits a free birthday bring all their friends. It was a fantastic day. Merchants can throw out their stuff for sale if they want.

How about simply focus on all businesses equally and stop favoring events that take away from Rent paying Businesses

Go for it!

Farmers Markets once or twice a Mo. during harvest season.

Community forums
Craft fairs
Plant sales
Musical events

Wellness events

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