

Minutes of the Cowan Commercial Club

The Cowan Commercial and Community Club met on Tuesday evening, May 26th, 2020 at Nick's Pizza & Pasta with the following members in attendance: Mary Bledsoe, Kallie Britt, Kristina Britt, Rendi Britt, Helen Brown, Ben Money, Mary Nickelson, Nick Nickelson, Jarod Pearson, Kim Shelton, Cindy Sherrill, and Amanda Wiseman.

Mary called the meeting to order at 6:03 p.m. The minutes from the February meeting were accepted as presented. It was noted that all of the events mentioned in the minutes had to be canceled to the COID-19 pandemic. It was also noted that our meetings for March and April were canceled as well for the same reason. All of us were pleased to be back together as an organization and pleased to note good attendance this evening.

The Treasurer did not have a report for this meeting; however, we did not have any significant revenue or expenses since our last report. Jarod presented Kristina with new membership dues for Hill's Produce Stand and for All Pro Electrical. Prior to this meeting we received a renewed membership from Lapp's Greenhouse. Jarod also mentioned that we are anticipating a new membership from Southern Tennessee Regional Health Systems representing the Sewanee and Winchester hospital.

The first item is our upcoming Flag Day. The holiday is Sunday, June 14th. After some discussion, Mary agreed to reach out to mayor, pull together a plan, and confirm that we will hold an event for Saturday, June 13th.

Jarod proposed that we have a Work Day in the Park prior to Flag Day since our last work day was canceled due to COVID-19. The members agreed to plan for Saturday, June 6th to get the park in good order. Mary proposed and the members agreed that we should go ahead and place our flags at the work day.

Jarod and Mary led a discussion on what we can do to revive our local businesses in the aftermath of the COVID-19 pandemic. As of now, Jarod is compiling a special edition of the Cowan Clipboard and a series of Facebook posts. He proposed that we also pay for a mailout to local residents. We would need to set a budget for the mailout and for the Facebook boosts.

The members decided to forgo a mailout for the moment and concentrate instead on Facebook boosts. Cindy mentioned that all members need to increase our number of Facebook shares to insure that all businesses and business activities are getting consistent promotion. We will need to pay closer attention to this issue and make sure that are actively sharing with one another going forward.

Jarod moved that we budget \$200 for Facebook boosts in the month of June. The motion was seconded and passed.

Cindy also mentioned our need to make promotional videos to share on our media channels. She will reach out to her daughter Allison about the idea. We also discussed signs and flags as another visual aid to help our businesses. Kristina agreed to check with her wholesalers and see how to move that idea forward.

Amanda proposed that we have a street fair on June 27th. She noted that Matt has that day available and can provide music and a concessions trailer. Mary wanted us to clear the plan with the mayor first due to ongoing restrictions on events, which will hopefully be lessened in early June. After some discussion, the members agreed to meet again on Wednesday, June 10th, 6:00 p.m. at Nick's to finalize plans for the Flag Day and Street Dance. It will be a tight frame of time, but we believe it can be done if we pull together quickly.

Mary asked the group if Tuesday nights would be better for meetings than Monday's. Jarod noted that our bylaws call for Monday meetings, but that we can pass a motion to temporarily change the meeting date for a specific amount of time.

Amanda moved that we start holding our monthly meetings on the Third Tuesday evening of each month through the remainder of the Year 2020. The motion was seconded and passed.

Therefore, the next meeting of CCC will be Tuesday, June 16th, at 6:00 p.m. The location will be announced closer to time.

With no further discussion, the meeting was adjourned.

Respectfully submitted,

L. Jarod Pearson, Secretary