

Minutes of the Cowan Commercial Club

The Cowan Commercial and Community Club met on Wednesday evening, October 28th, 2020 at Nick's Pizza & Pasta with the following members in attendance: Mary Bledsoe, Kallie Britt, Kristina Britt, Ben Money, Mary Nickelson, Nick Nickelson, Jarod Pearson, and Kim Shelton.

Mary called the meeting to order at 6:05 p.m. The minutes from the September meeting were read aloud and accepted as presented.

Kristina, the Treasurer, reported a balance of \$2,280.19 in the main account and \$737.16 in the special account.

Mary asked that the group discuss the events we have scheduled and proposed for the remainder of the Year 2020. The members decided to plan for Saturday, November 21st to decorate the railroad park; Saturday, November 29th as Open House/Small Business Saturday; and, December 19th for Breakfast with Santa. Cowan Christmas Parade is scheduled for Saturday, December 5th; however, there will be no Marketplace this year.

The members briefly discussed the upcoming Halloween Trunk-or-Treat, which will replace this year's Halloween-in-the-Park event. The Britt and Bledsoe family will participate in the event, and the members agreed to sponsor with up to \$75 in candy to pass out at the event.

Jarod introduced a topic that he had and other members had discussed since our last meeting. Mindful of the negative impact that COVID-19 had on small businesses, and considering the fact that Cowan Commercial Club has a healthy bank balance for an organization our size, we should consider carrying over all membership dues paid in the Year 2020 to include the Year 2021 as well. The members in attendance discussed the idea favorably. Jarod then shared a text message he received from Cindy Sherrill proposing that we also consider a reduced membership for new members joining the organization in 2021.

In light of the discussion, Kim made a motion to carry over all 2020 membership dues into the Year 2021, and offer a ½ price membership for all new members joining in 2021. The motion was seconded and passed unanimously.

Mary asked that we review our policies for VisitCowan.com now that we are beginning a new fiscal year. Our purpose as an organization is to market the town and promote our businesses. At the same time, it cost money to own and operate a website. Following a group discussion, the members agreed to a new approach and policy for the Year 2021: all Cowan businesses will receive a "Courtesy Listing" on VisitCowan.com, and all businesses that are Commercial Club members and sponsors will receive a Premium listing. The courtesy listing will feature the business name, address, and phone number with a brief description. Premium listings will add logos, website and social medial links, photos, videos, and other available features.

Mary reported on the results of our last election. Cowan Commercial Club will be led by the following Board of Directors for the 2020-21 fiscal year:

Mary Bledsoe, President

Kallie Britt, Vice-President

Jarod Pearson, Secretary

Kristina Britt, Treasurer

Benjamin Money, Director at-large

Nick Nickelson, Director at-large

Kim Shelton, Director at-large

The next meeting of Cowan Commercial Club will be held on Tuesday, November 17th, 2020 at Nick's Pizza & Pasta.

With no further discussion, the meeting was adjourned.

Respectfully submitted,

L. Jarod Pearson, Secretary