**Minutes of the Cowan Commercial & Community Club**

The Cowan Commercial and Community Club met on Monday evening, October 3, 2016 at Cowan Center for the Arts with the following members in attendance: Dianna Bass, Mary Bledsoe, Christina Britt, Kasey Maxwell, Jarod Pearson, Jonathan Pope, and Russell Sells.

No minutes were presented from the previous meeting, so the members shared some of the business we remembered covering. No Treasurer’s Report was available at this meeting; however, we know that revenue from membership renewals is coming in at this time.

The members discussed the success of the fall “Cutify Cowan” contest and verified plans for the Halloween contest. We decided to receive all registrations by Friday, the 28th; do all judging on Sunday afternoon the 30th; and, announce the winners on the 31st. Jarod agreed to send out announcements and flyers as soon as possible.

The Loose Caboose did not go as planned for October, and participation was minimal. We plan to get the full year going in 2017 with plans announced well in advance.

There’s some concern about how to market the businesses in town when printing costs are so high. There are organizations that market communities, such as Tennessee Backroads Heritage, but the costs to participate are high. Cowan is not in a marketing position to take advantage of these opportunities. A way forward, the members agreed, is to print marketing materials in small volume on an as-needed basis and to boost our presence on Facebook.

Jarod made a motion that we set aside $50 in marketing dollars for boosts on Facebook, since we are finding that the results are good and the costs are relatively low. The motion was seconded and passed unanimously.

Mary gave the members an update on our 501 (c) 3 status. Evidently, Cowan Commercial Club already has that designation, albeit on an inactive status. It would be much easier to reactive our old status under our existing by-laws than to apply for an entirely new status on a new set of by-laws. We will pursue the reactivation further.

With no further discussion, the meeting was adjourned.

Respectfully submitted,

Jarod Pearson, Secretary/Treasurer