

Minutes of the Cowan Commercial Club, meeting on September 24th, 2007

The meeting convened at 6:40 p.m. and was opened with prayer by Roger Guess.

No minutes were presented at this meeting as the Secretary was out following surgery. The Treasurer reported a balance of \$1,230.70 with no outstanding expenses.

Under old business the group discussed some last-minute details on the upcoming Autumn Banquet.

The biggest item under New Business was the development of a town-wide Gift Certificate Program. The President submitted a proposal which was discussed in detail with a number of options also considered. The discussion covered several important areas such as how to market and promote the idea, how to use the Gift Certificate to effectively build our commerce, and how to protect the project from theft and abuse. A motion was made by Susan to adopt the original proposal. The motion carried with all ayes and one no vote.

A report was given on the latest developments for Cowan Christmas Parade, which will evidently have one of the most extensive programs in recent history. All Commercial Club members are encouraged to volunteer their time ahead of the parade and the day of to help make things go smoothly.

The next item for discussion was a Midnight Madness theme for Cowan the night before the Christmas Parade. We will send a memo to all local businesses asking them to open for extended hours on that day and to go the extra mile to welcome new customers.

Various Cowan businesses will also have Christmas Open House for the last weekend and October and the first weekend in November. A motion was made by Denise that Commercial Club allot \$30 to help buy an ad in the Sewanee Mountain Messenger to promote this weekend. The motion was seconded and approved.

The president reported on progress bring made to get welcome packets out to new residents. We have had some trial success with this idea and will continue to build our success.

The next meeting will be Autumn Banquet and then we will have our final meeting of the year on November 26th where we will elect officers for 2008.

With no further discussion, the meeting was adjourned.

Respectfully submitted,