

CAPE CHARLES, VA MAIN STREET, INC.

Festive Fridays Committee Meeting Agenda

Tuesday September 28, 2021

Zoom Remote

11:30 AM

Introductions

Sub-committees to establish

- Sponsorships - Solicit donations from merchants, local organizations and businesses to support Festive Fridays
- Entertainment - Schedule performers and entertainment to add to ambiance and festivities
- Marketing - Print and online promotions of the event
- Volunteers - Recruit and coordinate the volunteers needed to run the event (set up, during, take down)
- Decorating/Logistics - Decor and overall event layout on Mason Ave, including a newly added festive tree in lieu of the Santa House
- Food/Beverage - Identify and schedule food vendors, coordinate adult beverages, ensure adherence to ABC requirements

Covid considerations to discuss

- Santa/Mrs. Claus - Are they comfortable meeting children face to face?
- Singers - We eliminated last year due to concerns regarding the increased transmission of respiratory droplets
- Movie location - In the Palace Theatre or outdoors on the side of Bailey's (does the new ice cream truck set up impede this option?)

Meeting frequency

- Bi-weekly until November
- Discuss best time of day for group
- Increase to weekly in November
- Committee meetings at their own discretion