



Josh Wolsky <josh@theminotvoice.com>

Proposal for holiday season downtown

8 messages

Jessica Ackerman <jessicajackerman@gmail.com>
 To: Chad Thompson <chad@fmirestaurants.com>
 Cc: Josh Wolsky <josh@theminotvoice.com>

Wed, Oct 21, 2020 at 2:54 PM

Chad,

The following is proposed for the upcoming holiday season downtown:

- Focus on generating downtown foot traffic throughout the 4-week small business season (Friday, Nov. 27 – Saturday, December 26)
- Emphasize shopping and celebrating downtown within marketing messages
- Specifically invite the community to the Friday Open House and Small Business Saturday whereby businesses determine individual hours and offerings
- The Main Street tree will be decorated and lit ahead of Friday's Open House, and a pre-recorded message will be posted to social media to welcome the community downtown

This was shared to some degree during each board member 2-on-1, but will you please ask for an e-mail vote of Yay or Nay in the next day or so?

Thanks,

Jessica

Chad <Chad@fmirestaurants.com>

Wed, Oct 21, 2020 at 3:07 PM

To: Jeremy Mahany <jeremymahany@gmail.com>, "sherrymcgloughlin@srt.com" <sherrymcgloughlin@srt.com>, Souris River Brewing <sourisriverbrewing@gmail.com>, Margie Bolton <mbmargiez@gmail.com>, "jsbentley@bremer.com" <jsbentley@bremer.com>, Rod Wilson <sentrysales@srt.com>, Lyndsay Ulrickson <lyndsay@sourisbasin.org>
 Cc: Jessica Ackerman <jessicajackerman@gmail.com>, Josh Wolsky <josh@theminotvoice.com>

Hey all

I hope this Wednesday finds you well.

Please see the holiday marketing plan below, put together by Jess and Josh.

I want your vote of "yay" or "nay", by the end of the day tomorrow 10/22/20.

The following is proposed for the upcoming holiday season downtown:

- **Focus on generating downtown foot traffic throughout the 4-week small business season (Friday, Nov. 27 – Saturday, December 26)**
- **Emphasize shopping and celebrating downtown within marketing messages**
- **Specifically invite the community to the Friday Open House and Small Business Saturday whereby businesses determine individual hours and offerings**
- **The Main Street tree will be decorated and lit ahead of Friday's Open House, and a pre-recorded message will be posted to social media to welcome the community downtown**

Thanks Jess and Josh!

Thank you very much

Chad Thompson

701.240.9938

EXTERNAL

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jeremy mahany <jeremymahany@gmail.com> Wed, Oct 21, 2020 at 5:46 PM
To: Chad <Chad@fmirestaurants.com>
Cc: "sherrymcgloughlin@srt.com" <sherrymcgloughlin@srt.com>, Souris River Brewing <sourisriverbrewing@gmail.com>, Margie Bolton <mbmargiez@gmail.com>, "jsbentley@bremer.com" <jsbentley@bremer.com>, Rod Wilson <sentrysales@srt.com>, Lyndsay Ulrickson <lyndsay@sourisbasin.org>, Jessica Ackerman <jessicajackerman@gmail.com>, Josh Wolsky <josh@theminotvoice.com>

YAY

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margie bolton <mbmargiez@gmail.com> Wed, Oct 21, 2020 at 5:48 PM
To: jeremy mahany <jeremymahany@gmail.com>
Cc: Chad <chad@fmirestaurants.com>, The Spot <sherrymcgloughlin@srt.com>, Souris River Brewing <sourisriverbrewing@gmail.com>, "jsbentley@bremer.com" <jsbentley@bremer.com>, Rod Wilson <sentrysales@srt.com>, Lyndsay Ulrickson <lyndsay@sourisbasin.org>, Jessica Ackerman <jessicajackerman@gmail.com>, Josh Wolsky <josh@theminotvoice.com>

Yes

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Souris River Brewing <sourisriverbrewing@gmail.com> Wed, Oct 21, 2020 at 6:55 PM
To: Chad <Chad@fmirestaurants.com>
Cc: Jeremy Mahany <jeremymahany@gmail.com>, "sherrymcgloughlin@srt.com" <sherrymcgloughlin@srt.com>, Margie Bolton <mbmargiez@gmail.com>, "jsbentley@bremer.com" <jsbentley@bremer.com>, Rod Wilson <sentrysales@srt.com>, Lyndsay Ulrickson <lyndsay@sourisbasin.org>, Jessica Ackerman <jessicajackerman@gmail.com>, Josh Wolsky <josh@theminotvoice.com>

Yes. Well done. Thanks.

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Chad <Chad@fmirestaurants.com> Thu, Oct 22, 2020 at 9:55 AM
To: Jessica Ackerman <jessicajackerman@gmail.com>
Cc: Josh Wolsky <josh@theminotvoice.com>

The motion carried.

Thanks for your efforts!

Thank you very much

Chad Thompson

701.240.9938

From: Jessica Ackerman <jessicajackerman@gmail.com>
Sent: Wednesday, October 21, 2020 2:54 PM
To: Chad <Chad@fmirestaurants.com>
Cc: Josh Wolsky <josh@theminotvoice.com>
Subject: Proposal for holiday season downtown

EXTERNAL

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Jessica Ackerman <jessicajackerman@gmail.com>
To: Chad <Chad@fmirestaurants.com>
Cc: Josh Wolsky <josh@theminotvoice.com>

Thu, Oct 22, 2020 at 10:43 AM

Great, thanks!

Chad - We'd like you to be part of the pre-recorded video, so I'll be in touch as logistics come into focus. It'll be you, Mayor Sipma, hopefully a MAFB rep, and a short music performance.

Thanks,
Jess

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Chad <Chad@fmirestaurants.com>
To: Jessica Ackerman <jessicajackerman@gmail.com>
Cc: Josh Wolsky <josh@theminotvoice.com>

Thu, Oct 22, 2020 at 11:09 AM

Sounds good.

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