

DRAFT

WILLOW GLEN BUSINESS ASSOCIATION HALLOWEEN PLANNING MEETING

Date/Location: Thursday, May 31, 2012; 8:30 am; WGBA Conference room
Attendees: Mimi Braatz, Sam Garcia, Valerie Merklin
Minutes Taken by: Valerie Merklin

TOPIC	SUMMARY OF DISCUSSION	ACTION/NEXT STEPS	PERSON RESPONSIBLE
Halloween in other business districts	Mimi researched what other areas do for Halloween – see her memo attached for a summary	Review attached info for background	All P&E Committee members
Issues with Halloween last year	Issues with last year's Halloween were identified as: <ul style="list-style-type: none">• Participating merchants ran out of candy early and it was costly to provide• Not doing the early trick or treat made the one in the afternoon hectic and there were safety issues (strollers running into kids, traffic crossing, etc.)• Brings a lot of people to the downtown area but generally not customers who will shop that day or return to shop; most merchants close their door and stand outside to hand out the candy	P&E Committee members to give input on any issues not related to those already identified	All P&E Committee members please email Mimi with any other concerns that should be addressed.

TOPIC	SUMMARY OF DISCUSSION	ACTION/NEXT STEPS	PERSON RESPONSIBLE
<p>Brainstorming ideas for possible solutions for 2012 Halloween</p>	<ul style="list-style-type: none"> • Bring back the early trick or treat at 11 am for younger kids/stroller moms • WGBA could poll merchants and give those who want to participate in the early trick or treat a pumpkin sign to put in their window to indicate if they are giving away candy • Hold afternoon session for older kids from 2:30 – 4:30 pm. WGBA would provide candy for this one via a few “candy stations” set up along the street (with signage telling them where to find the next station) and have a “Kids’ Harvest Fest” (in BofA parking lot if we can) with face painting, big cut out pumpkin to put your face in for photo, and other fall fest types of activities • Enlist volunteers from a service club to help as crossing guards for both trick or treat sessions; have a volunteer create large pumpkin signs the volunteers would hold up as having kids cross • Throughout month of October have a pumpkin patch open on Saturdays to draw people to downtown to purchase pumpkins, gourds, Indian corn, cornstalks, etc. 	<p>Need input from P&E members at next meeting</p> <p>Find out if the organizers of WG Farmers Market would be able to help organize the pumpkin patch and also if we would be able to use the BofA parking lot space we rent for this kind of activity.</p>	<p>Valerie Merklin</p>

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WILLOW GLEN BUSINESS ASSOCIATION
HALLOWEEN PLANNING MEETING
5/31/12 Meeting Minutes
Attachment 1, Memo from Mimi Braatz

5/23/12

MEMO TO: P&E COMMITTEE

FROM: Mimi Braatz

RE: WHAT OTHER BIZ DISTRICTS DO FOR HALLOWEEN

At your request, I spoke to a variety of downtown groups about what they do for Halloween – here’s a summary of what I discovered:

Downtown Menlo Park/Chamber of Commerce -- They have a standard Trick or Treat event downtown; rep is going to call me back with more detail.

Downtown Palo Alto/ Downtown PA Business & Professional Assoc. – They do not do anything as a street or Association; one business that sells eco-friendly products has a “Green Halloween” event in the courtyard in front of his store.

Downtown Burlingame – they have a “Safe Street” Halloween event where they close off a side street and have booths where non-profits do giveaways (candy, popcorn) or do kid friendly activities. (Kind of like Kids’ Court at DOTA + food.) If merchants want to participate, they can, but it’s mostly non-profits. Additionally, the Burlingame Mother’s Club does a downtown trick or treat walk and merchants do hand out candy since these moms live the area and are the shoppers they want to attract on a long-term basis. The Business Association does not sponsor this activity and participants have to be a member of the Mother’s Club.

Los Altos Village/Village Association – There are two ways merchants participate

- 1) Trick or Treat along the street from 12– 2PM; participating merchants post an orange pumpkin graphic (provided by Assoc.) in their window to let people know they can trick or treat there
- 2) 2 – 4PM they close off a side street and have a festival where primarily the “kid-oriented” merchants participate (no candy); they say they rarely get kids older than 6 years old. (Not surprising since they end the trick or treat option before schools get out.)

Downtown Los Gatos /Chamber of Commerce – No trick or treat event in downtown. The Chamber sponsors a big Haunted Harvest Festival at Oak Meadow Park that runs Fri, Sat & Sun evenings throughout October with some of the funds going to local charities.

Downtown Campbell/DCBA – Has a trick or treat afternoon event along the street. The president of the Association said that she feels it is mostly kids from the nearby area and most merchants are “generally OK” with the event. [Note: they have no ED for Downtown Campbell Assoc. and no office.]

The Campbell Chamber of Commerce sponsors a two-day weekend Oktoberfest in downtown Campbell; set for 10/13 & 14 this year.