

**Executive Directors Report – November 12**

**2020 Planning**

**The Cedars**

While The Cedars represents a significant drain on FRF’s budget, it also has the prospect of being a profit center. Renting The Cedars for 25 weekend weddings a year would result in about $45,000in revenue – or approximately $20,000 in net gains. When I google Wedding Venues in Jackson, The Cedars is not even on the list. So we need to address on-line marketing. But, we also need to institute some processes, make some upgrades, build a portfolio of upgrades and address staffing. New initiatives: Cedars docents, Artist-in-Residence, marketing folder. I-pad and Square to be used for future art sales with printed receipts and documentation of art specs.

**MS Food and Drink**

Partnerships continue to grow, however sponsorship commitments lag behind goals. To date, we have $22,000 in dollar commitments plus $10,000 in advertising/marketing dollars. A commitment of a yet-to-be-determined amount is guaranteed by the Mississippi Restaurant and Hospitality Association. BankPlus has opted out. Other presenting sponsors are being pursued. I would like a few more weeks to solicit sponsorships before making a final decision on this event.

**Renaissance Society Campaign**

We will kick off the 2020 Renaissance Society Campaign on December 2. Barry Plunkett and Mary Linley Sweat are Co-chairs and have planned a great campaign and menu of benefits for members. Our goal is 100 Renaissance Society members by January 31, 2020. (44 in 2019)

Conversations at The Cedars

5:30 – 6 p.m. Wine and Friendship

6 – 7 p.m. Conversations with special guests in front of the Fireplace

February 25

May 26 – principals at Wier Boerner and Allin - confirmed

August 25 – Robert Green, Fondren Church - confirmed

November 25

Yard signs / decals

Free drinks at gallery openings

Discounts on rentals at The Cedars

Recognition in newsletters / banners

Invitations to exclusive events

Exclusive Preview Part for all art openings

A vibrant, sustainable Fondren community!

**Map / Directory**

Thanks to Andy Frame and Andrew Neeley for the arduous task of proofing the Business Directory and Map! The map has been printed and distributed to various merchants requesting maps and Visit Jackson. And, thanks to Buddy Graham, two signs in the business district have the updated maps. Two more to go – however, I have only located one, next to Barrelhouse. My recommendation for next year is to prepare more current event posters for one side of the business district signs. I believe the BID will cover keeping the signs cleaned ith updated posters.

**Other activities**

1. Fondren Unwrapped on track for Thursday. 22 merchants have paid to participate. Others will likely have open house activities. A special roof-top reception at Wier Boerner Allin is planned for Renaissance Society members (invitations mailed last week). Thanks to the ladies of SoFo for providing snacks.

2. Two E-newsletters have been produced since the last board meeting and are archived on the web site and the Board Log In site for November.

3. Next Old Canton Road Beautification Day is November 23. Thanks to Board Member Buddy Graham for great representation on this effort. Old Canton Road is looking better and the city is noticing and appreciating our efforts.

4. Business Improvement District organization continues. Next meeting: morning of November 12.

5. Fondren After 5 – discussions continue on how to rebrand for 2020. Budget currently reflects $4,000 toward this effort. A outreach meeting to merchants will be planned for early January for guidance.

6. Fondren young professionals group met October 28 at The Cedars. Next meeting scheduled for at November 20.

7, Other meetings and activities: Our Fondren Neighborhood Associatoin quarterly meeting (see video), volunteer meeting, Fondren Upwrapped meeting, Department of History and Archives, Jackson United, MOPA reception and exhibit (video), The Strip Unveiling press event, Fondren Unwrapped photo session, appointments with Don Potts, Allison Simmons, Pat Fontaine and Vivian Farris.