

PMA MEMO FROM JUNE 11, 2018

In attendance of the first PMA meeting was Jay Howell owner of Pikeville Insurance and Dana and Herbie Tucker of Crawford's Furniture.

We started the meeting at 7:05pm and commenced with an introduction about what the PMA is, what we intend to do, and had some ideas about how to accomplish the goals that the PMA is trying to achieve.

We also recognized the businesses who mentioned that they could not attend with a brief description about what some of them do and where they were located in Pikeville.

Copies of the Pikeville Merchant Association Bylaws were handed out to those in attendance. Nothing about these bylaws are set in stone and no signature is required on the bylaws. We discussed a very important part of the bylaws which is the Town Hall Liaison. This person will be picked out by a group of their peers to represent them at Town Hall meetings should the PMA like to go before the Board of Commissioners about something. Preferably, this person would have a business located in Pikeville town limits meaning that all their services (water, electric, garbage, etc.) is through Pikeville.

We also discussed some ideas that have been coming via email, etc.

Jonathan Greeson who owns a financial planning business located in Pikeville sent me an idea about having flyers put into the envelopes when we send out bills. You could also do business cards. Detective Jarman of the Pikeville PD also had this same idea and he suggested we could possibly call them "Cardinal Flyers." Katie stated that she had called around to a few places and gotten some prices for about how many flyers the business owner would need to purchase.

The next idea that was given is a FaceBook ad promotion that runs through the Town of Pikeville's FaceBook page. Payment for the ad would be up front, a form would be provided with what you would want it to actually say, and you could email us a picture to add to your post. The viewership would be as follows: individuals that live in Pikeville up to a 25 mile radius, 18 years and older. The potential viewership is 170,000.

The last idea that was brought up came from Detective Jarman. This idea would be discount cards that feature businesses that are ONLY located in Pikeville. There are a maximum of 22 slots but we need a minimum of 12 businesses to commit to order these cards. The cost will not be on the business owner, the Town has offered to pay this starting fee of about \$630. The money that is brought in by these cards would allow us to have a base fund in the budget.

Concerns that were mentioned were storm drains that had build up in them causing flooding in multiple business owner's shops. We also had a comment about a reserved parking sign taking up multiple parking spaces. Abandoned buildings beside buildings that are being used for shops

are also a large concern for some business owners downtown. We also discussed the speeding issue on Main Street and emphasized that it is not just a speeding issue, it is also a safety issue.

After the meeting, Katie met with Town Administrator, Lisa Pate, to let her know about the concern about the storm drain build up and land behind Crawford Furniture that is now developing holes.