

## **Festival of Lights Committee**

Of the DIB

June 22, 2016 – 9:30a.m.

Agenda

LOCATION – Bowden room #1

- 1) Call to Order:
- 2) Update on current efforts – Jim and/or Susan
- 3) Review the program comments in the Visit Pensacola proposal, identify several action items for each and volunteers to take on the challenge:
  1. Working with Visit Pensacola to host a restaurant without walls, a table for 150 set along Palafox Street under the holiday lights during an “Outstanding in the Field” type culinary event designed to celebrate the Pensacola Celebrity chefs and the Pensacola Bay Area’s locally-harvested flavors.
    - If Visit isn’t going to take this on do we program a slightly different dinner?
  2. Coordinating with Historic Pensacola to offer a variety of holiday-themed tours, decorations and activities for families.
    - Work with the appropriate contact at the village, determine what is being planned and see if we can tie into what they are doing.
  3. Retail centric activities
    - A fall fashion show featuring boutiques and apparel retailers from across downtown in conjunction with a “Shop Saturday” sale with each retailer providing a promotion for the day.
      - Reach out to the clothing stores downtown and see how they might be involved
    - Extended holiday shopping hours during specific periods, for downtown retailers who want to leverage the lighted evenings.
      - Reach out to the downtown merchants and see if they will commit to doing this and what days and hours.
  4. A holiday cocktail challenge where downtown mixologists compete for the holiday-themed cocktail awards.
    - Contact the downtown Restaurants and Bars, see what day of the week would be best for this and see if a large enough group will commit to putting this on.
  5. “Festive Friday” periods during which holiday musical groups will entertain downtown visitors as they visit downtown shops, restaurants and galleries.
  6. Historic churches participating with open houses, lights, coordinated ringing of bells.
    - Jeb has this one.
  7. A full, coordinated holiday schedule of events to collectively promote theatres, museums, ballet, music, arts, galleries and all downtown area holiday happenings.
    - Contact all the museums and galleries and collect the events/activities for a downtown cultural calendar.
  8. Children’s music groups and local barbershop quartets caroling on the steps of T.T. Wentworth Museum and Artel Gallery.

- Contact Artel and the TT Wentworth to see if they will participate, what nights etc.
- Contact music groups, get the word out in the music world and get commitments for performances. A great idea is to offer this as a rehearsal in front of a live audience.

4) Public comment: