

Main Street Jonesborough
Board of Directors
January 20, 2026 at 8:30 a.m.
Meeting Agenda

1. Review November Minutes
2. BMA Update from Alderman/Chairman Countermin
3. Marketing Report
4. Updates from Cameo
 - a. Digital ad report:
 - i. Target Cities: Greenville/Spartanburg/Asheville, Chatt., Charlotte, Knoxville
 - ii. Placement: Meta and Display
 - iii. Run Dates: 11/20/25 – 12/20/25
 - iv. Results: Over 500,000 impressions | 24,065 clicks | 4.45% CTR
 - v. [\(click for samples\)](#)
 - b. Main Street Program Updates
 - c. St. Paddy's Event Update
 - d. Holiday Lights
5. Tourism and Main Street Event Recap:
 - a. Christmas in Olde Jonesborough Series - Isabel
6. Upcoming Events
 - a. February 6 Songwriters event at the Jackson
 - b. February 13-14 Chocolate Fest
 - c. March 14 St. Paddy's Festival
 - d. March 20 Music on the Square Fundraiser
 - e. March 28 Easter Eggstravaganza
7. Meeting dates for 2026
 - March 17
 - May 19
 - July 21
 - September 15
 - November 17