



MARKETING & PROMOTIONS COMMITTEE MEETING

1st Thursday of the Month– 12:00N – 1:30PM

CEN DEL Foundation Building or conference call –

Dial In Number: [\(712\) 451-0897](tel:(712)451-0897)

Access Code: 698020

Tentative Agenda - Subject to Change

4/26/2018 11:37 AM

1.)Welcome –

- a. Mission Statement – *We will work to create a positive image for the downtown Dover area by promoting the downtown area as an exciting place to live, visit, work, shop and invest.*
- b. Remember to further enhance security & community policing please call the non-emergency # 302.736.7111 to report unusual &/or questionable activities that may have an effect on our overall mission.
- c. Committee Members – Stephanie Adams, Biggs Museum; Wanda Anderson, Wesley College; Tina Bradbury, DDP; Laura Kantor-Chupp, First State Community Partnership Program; Jan Crumpley, Parke Green Galleries & Delaware Store; Margery Cyr, Dover Library; Katherine Wimberley, Dover Library; Lucy Findlay, Partners in Design; Will Grimes, NCALL, Restoring Central Dover; Lt. Chris Hermance – City of Dover Police; Kerri Hollyday, Dover Library; Danielle Jonigan, Kent County Tourism; Jessica Cook, Wesley College; Jeff Moore, &/or Judy Diogo, Central DE Chamber of Commerce; Claudette Richards, Wesley College; Chris Hall, Historical & Cultural Events/Museums; Tom Smith, Delaware Store; Mary J. Stewart, Private Citizen; Katrina Sullivan, Delaware State News; Nena Todd, Historical & Cultural Events/Museums; Sarah Zimmerman, First State Heritage Park

2.)Work Plan – Update – Maureen Feeney-Roser

- a. MAP - Update

3.) Events/Activities -2018 & 2019

- a. Awareness Month Link - <http://ethixmerch.com/list-of-awareness-months/>
- b. First Weekends &/or First Friday's–



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- i. D3 Group worked in partnership DDP & were awarded a grant request from Restoring Central Dover for year round First Friday's
 - May 4-6 (Dover Days, Nascar & History Heritage & Hops
 - June 1-3
 - July 6-7
 - August 3-5
 - September 7-9
 - October 5-7
 - November 2-4 (Market Faire 11/4 on the Green)
 - December 7-9
- o Comic Con – Saturday, Aug 18, 2018
 - Friday, Aug 17 – activities?
- o Amazing Chase – 9/21?
- o OctDoverFest – Saturday, September 22, 2018?
- o Safe Trick or Treat – Friday, October 26
- o Small Business Saturday, November 24
- o Capital Holiday Celebration – Thursday, 11/29 - have a meeting with the city on Monday, 4/9 @ 3:30P so will report next month
- o Home for the Holidays Market Place & Parade – Saturday, Dec 1
- o Caroling on the Green – Wednesday, 12/5 – Jan Crumpley
- o Lunch with Santa & Holiday Market Place – 12/8, 15, 22
- o Thunder Over Dover –2019

4.)Farmers Market Update – Tina Bradbury

- a. June 13 – Oct 24 – 11:30 – 2:30P



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- 5.)Dinner & A Movie Partnership with Dover Public Library – Grant awarded thru Restoring Central Dover – will commence in April
- 6.)DEL DOT/DART promotional partnership is moving forward - Tina & Tonda
- 7.)Ribbon Cuttings\Grand Openings:
- 8.)Social Media –Mary Stewart – coopstew@gmail.com; mary.stewart@state.de.us
 - a. Eat Drink Buy – Website - <http://www.eatdrinkbuyart.com>/Strategic Planning - date?
 - i. Sponsorship Opportunities
Social Media\Website – Mary Stewart - coopstew@gmail.com;
mary.stewart@state.de.us
 - b. Downtown Dover FaceBook - Tina B
 - c. Website Update/Downtown Dover Facebook– Tina B
- 9.)Advertising Committee Report – Meeting Date/Time?
 - a. Members – Tonda Parks, Tina Bradbury, Jan Crumpley
 - i. Tasks – Media Schedule
 - ii. Budget,
 - iii. Promotional Materials – ie; Map, rack cards, etc
- 10.) Committee Chairs Meetings – 3rd Wednesday of the month qtrly 8:30A – 9:30A –
- 11.) Member Comments/Events:
 - First State Heritage Park – Sarah Zimmerman
 - City of Dover Library – Margie Cyr/ Kerry Hollyday/ Katherine Wimberley
 - Merchant Committee – Tom Smith, Tiffanee Lee-Scott
 - Dover Art League –
 - Board - Merchant Representative – Lucy Findlay –
 - Wesley College –Renee McGlothlin



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- Historical & Cultural Events/Museums – Nena Todd & Chris Hall
- Kent County Tourism – Danielle Jonigan
- CDCC – Judy Diogo
- City of Dover Police Community Relations Team –Lt. Hermance, MCpl. Jen Lynch
- NCALL – Will Grimes
- DAFB – Housing - Terris Bagwell, Director Hunt Housing
- First State Community Partnership – Laura Kantor-Chupp
- Volunteers – New Members

12.)New Business

- a. Next Meeting – 12 – 1:30P –June 7
- b. Meeting schedule for 2018 – 1st Thursday of month 12N- 1:30P
 - i. 2018 – Schedule – (NO Meeting in July; 8/2; 9/6; 10/4; 11/1; 12/5)