Merchant Meeting
Agenda
September 12, 2018

I. Introductions

IL Review Notes from previous meeting

III. **DDP** Staff Report

IV. Work plan Objective # 1 Develop cooperative Marketing and explore additional opportunities to Create immediate sales

1. Continue and expand military discount program
2. Create and implement a discount for Wesley College students and staff
3. Develop a holiday advertising campaign and Plan related promotional activities
4. Develop a cooperative marketing campaign for Winter and Spring 2019
5. Explore opportunities to add a retail component to Existing special events
6. Explore opportunities for businesses to benefit State capital and history tourism activity

V. Parking and Safety Issues

VI. Comments