



Marketing & Promotions Committee Meeting
Thursday, January 4th 2018– 12:00-1:00 pm
CEN DEL Foundation Building

AGENDA

- I. Welcome/Call to order
- II. Roll call
- III. Approval of Minutes
- IV. Review of 2018 work plans to submit for board approval
- V. Adjournment



MARKETING & PROMOTIONS COMMITTEE MEETING
1st Thursday of the Month– 12:00N – 1:30PM
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Meeting Notes- 10.5.17

12/28/2017 3:23 PM

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. Present: Tonda Parks, Will Grimes, Katrina Sullivan, Danielle Jonigan, Jan Crumpley

2.) Update/Review Prior Events/Activities

- a. Amazing Chase – 9/21
 - i. Clues took teams to different downtown businesses and Historical places to perform tasks in order to get the clue to the next stop. 5 stops per team.
- b. OktDoverFest 2017- date for 2018
 - i. Last Saturday of September or 22nd? Need date
- c. Race Weekend - 5/4-5/6 (same as Dover Days 2018) 9/28-9/30
- d. Comic Con – date for 2018- August 18th
- e. Thunder Over Dover – 2017 date for 2019?

3.) WorkPlan – will be meeting with Maureen Feeney Roser – mfenneyroser@gmail.com 302.229.4607 – tentative meeting set for Wednesday, October 11 @ 4P to develop the M & P workplan which will be presented at the November 2 Meeting

4.) Upcoming Events -2017 & 2018 Schedule of Events – Awareness Month Link -

<http://ethixmerch.com/list-of-awareness-months/>

- a. First Weekends &/or First Friday's–
 - October First Weekend 10/6-8;
 - Working with the D3 Group on grant requests for year round First Friday's
 - Parke Green Galleries will be in costume Friday night and then talk about the Holiday tour.



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- Saturdays- haunted tour of Old Dover through Parke Green Galleries/Friends of Old Dover
- November First Weekend 11/3-5;
 - DDP finding the money to figure out how to fund activities for November and December
 - FSHP – Market Faire – 11/4 on the Green
- December First Weekend 12/1-3 –
 - Capital Holiday Celebration – Thursday, 11/30
 - Caroling on the Green – Wednesday, 12/6 – Jan Crumpley

5.)Farmers Market Update – Tina Bradbury- record numbers this year in revenue and attendance, extending through October 25th

6.)Dinner & A Movie Partnership with Dover Public Library – Pending

7.)DEL DOT/DART promotional partnership – pending - Tina & Tonda

8.)Strategic Planning/Committee Chairs Meetings - date/time?

9.) Member Comments/Events:

- First State Heritage Park – Sarah Zimmerman

Saturday, October 7 FIRST SATURDAY PROGRAMS

Better Angels: Red Honors – Civil War Historical Theater Presentation

11:00 a.m., 1 p.m. 3 p.m. and 5 p.m.

Meet at the John Bell House

Join soldiers of the 4th Delaware Volunteer Infantry on the eve of the worst battle they ever faced, as they struggle to maintain morality during one of the bloodiest conflicts in American history. This historic theater presentation is offered in partnership with Caesar Rodney Stage Crew and Thespians.

- Let's Get Ready to Rumble

1 p.m. and 4 p.m. The Old State House on The Green. This interactive historic theater presentation examines William Penn's conflict with Lord Baltimore over land boundaries.

- Friday, October 13



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Friends of Folk Free Concert Series: Crabmeat Thompson, 7:30 p.m. The Old State House . Humorist and musicianship on guitar, voice and other instruments

- Old Methodist Cemetery Lantern Tour, 8 p.m. Meet at the Johnson Victrola Museum Parking Lot – 375 S. New Street. Travel among ornate grave markers to hear of traditions from the past. Join our guides through historic Dover and its cemeteries. Pre-registration is required and spaces are limited; call (302) 739-9194 for reservations. Tours cancelled due to inclement weather will not be rescheduled. \$10 per person
- October 20 and October 27
Dark Dover Lantern Tour. Two performances each night – 7 p.m. and 8:30 p.m.
Meet at the John Bell House on The Green. Witness firsthand the true stories of murders and encounter characters whose legends have left their sinister imprint on The Green. Pre-registration is required and spaces are limited; call (302) 739-9194 for reservations. Tours cancelled due to inclement weather will not be rescheduled. \$10 per person
- SATURDAY, November 4
- First State Heritage Park's 18th-Century Market Fair, 10 a.m. – 4 p.m.
Like many 18th-century towns, Dover was the scene of market fairs. Goods were sold and exchanged and entertainments of all sorts were offered on The Green. Today, these sights and sounds return to The Green, The Old State House, John Bell House and Century Club. Rain or Shine! See page one for more details, or visit www.destateparks.com/marketfair
- VETERAN'S PARADE AND WWI MONUMENT DEDICATION, 9:30 a.m.
- The City of Dover will host a special Veteran's Parade through downtown Dover. The parade will begin at the Duncan Center, proceed down Lookerman Street and end at the corner of Federal and Water Streets. Noon, Legislative Hall. The Delaware General Assembly, Delaware Commission of Veteran's Affairs and the Delaware Heritage Commission will host a dedication for a new monument on the grounds of Legislative Hall honoring Delawareans who served in World War I and those who supported them on the Homefront.
- Wesley College –Renee McGlothlin
 - Homecoming will include a Talent Show at the Schwartz on 12th at 7pm, Friday night a Fashion Show at plaza at Bradford and Fulton St., football game Friday night.
- Historical & Cultural Events/Museums – Nena Todd & Chris Hall
- Kent County Tourism – Danielle Jonigan



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- Wine and Beer Festival 10/15, De State Fair grounds, 12-5pm, entertainment, food trucks, basketball shoot-out, cornhole, 80's tribute band as a headliner
- Every 3rd Tuesday- Tourism Talks, next one is 10/17, different locations every month
- DDP hopes to host January 16th talk at the CenDel building. 9am-1030am.
- November 2nd, Annual Tourism luncheon at Dover Downs, 11-2pm, reveal of the Mobile Visitors Center
- City of Dover Police Community Relations Team –Lt. Hermance, MCpl. Jen Lynch
 - If they could provide us with info and dates on parades in advance, that would be delightful.
 - 8 cadets currently, 9 authorized, increasing bike patrols downtown and community policing, DPD Bike Rodeo, Dover Treat or Treat event 10/27, 530-8pm downtown.
 - Overall complaints are down.
- NCALL – Will Grimes
 - Dave Hugg will be presenting to City Council- got approval from DelDot to do artwork on the city traffic signal boxes- trying to get city approval
 - Fall Festival 10-12 community garden October 21st, corner of Cecil and Governors.
- DAFB –First State Community Partnership – Laura Cantor-Chupp
 - Get the My MC squared app to funnel facebook events to the DAFB calendar of events
 - It's not just about what the community can do for the Base, but also how to get the people of DAFB engaged in the community.
- Volunteers – New Members

10.)New Business

- a. Next Meeting – 12 – 1:30P –November 2- **TENTATIVE BECAUSE OF TOURISM LUNCHEON**
- b. Meeting schedule for 2017 – 1st Thursday of month 12N- 1:30P



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- i. 2017 – Schedule – (12/7)
- ii. 2018 – Schedule – (1/4; 2/1; 3/1; 4/5; 5/3; 6/7; 7/5??; 8/2; 9/6; 10/4; 11/1; 12/5)