



MARKETING & PROMOTIONS COMMITTEE MEETING

1<sup>st</sup> Thursday of the Month– 12:00N – 1:30PM

CEN DEL Foundation Building or conference call –

Dial In Number: [\(712\) 451-0897](tel:7124510897)

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](mailto:coopstew@gmail.com); [mary.stewart@state.de.us](mailto: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](mailto:coopstew@gmail.com);  
[mary.stewart@state.de.us](mailto: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 – 3<sup>rd</sup> 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 – 1<sup>st</sup> Thursday of month 12N- 1:30P
  - i. 2018 – Schedule – (NO Meeting in July; 8/2; 9/6; 10/4; 11/1; 12/5)



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Notes- K Sullivan – April 5, 2018

4/26/2018 11:38 AM

- 1.) Welcome – Present: Tonda Parks, Maureen Feeney Roser, Danielle Jonigan, Jan Crumpley, Katie Dodge, Jeff Moore, Will Grimes, Tina Bradbury, Katrina Sullivan, Laura Chupp (via phone)
- 2.) Work Plan – Update – Maureen Feeney Roser
  - a. MAP – Update
    - i. In progress. Continuing to work over the next several months on it. Jan brought us a sample to look over. Looks great!! Has a few little typos and such to fix. Everyone seems to be happy with it.
    - ii. May 3 might be a folding meeting- to fold maps.
- 3.) Events/Activities -2018 & 2019
  - a. First Weekends &/or First Friday's–
    - i. D3 Group worked in partnership DDP & were awarded a grant request from Restoring Central Dover for year round First Friday's- Tonda will be meeting with D3 to come up with a strategy for the winter months, and need to have back up plans for those cold months.
      - April 6-8
      - 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?



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- Safe Trick or Treat – Friday, October 26
- Small Business Saturday, November 24
- Capital Holiday Celebration – Thursday, 11/29
- Home for the Holidays Market Place & Parade – Saturday, Dec 1-  
committee chair needed
- Caroling on the Green – Wednesday, 12/5; 5:30pm – Jan Crumpley
- Lunch with Santa & Holiday Market Place – 12/8, 15, 22
- Thunder Over Dover –2019

### 4.)Farmers Market Update – Tina Bradbury

- a. June 13 – Oct 24 – 11:30 – 2:30P- will be doing local delivery with bicycles to businesses/merchants who cant get out of their office to visit.
- b. MMC will be helping out and working as volunteers at the Market- informational attendants.
- c. Working on a matching sponsorship for EBT/WIC
- d. Hoping to have fresh cut flowers at the market (working with JenMor)
- e. Working with Restoring Central Dover for a health initiative “Healthy Open Streets” maybe to have mobile food pantry – might do one Saturday a month just for fruits and veggies to get more WIC sales- there’s thousands per month that don’t get used even though we are highest producing market for WIC.
- f. Would DART partnership help with this?



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- 5.)Dinner & A Movie Partnership with Dover Public Library – Grant awarded thru Restoring Central Dover – work in progress. TINA NEEDS HELP! Will be happening within the next few months.
- 6.)DEL DOT/DART promotional partnership is moving forward - Tina & Tonda
  - a. Working on logistics for a “Try It Day” with DAFB.
  - b. Perhaps include 106 line bus stop on the Map.
- 7.)Ribbon Cuttings\Grand Openings: House of Coffi, 4/23 at 10:30 am
  - 8.)Eat drink buy website- still in compliance, Tina just filled out new paperwork.
  - 9.) Downtown Dover FaceBook - Tina B
    - a. Website Update/Downtown Dover Facebook– Tina B
- 10.)Committee Chairs Meetings – 3<sup>rd</sup> Wednesday of the month qtrly 8:30A – 9:30A – not sure when the next date will be.
- 11.) Member Comments/Events:
  - Kent County Tourism – Danielle Jonigan
    - Tourism Talk 4/17, Dover Downs at Michele’s, behind the scenes tour, 9-1030am
    - Showed us example of the Kent County Tourism map, hoping to have it complete by end of summer. DDP probably wants to be included on this map! Goal is to print 75000. Dedicated to tourism.
  - CDCC – Jeff Moore and Katie Dodge-
    - Passed out information on events, mixer, member to member expo and honorary mayor reveal.
    - 55+ is April 18<sup>th</sup>. Will also include a volunteer fair. Non-profits get a table for \$100. Gives them chairs to interview potential volunteers.
    - Bluesuiters Golf Tournament- May 17th



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- NCALL – Will Grimes
  - April 21<sup>st</sup>- Community Garden Harvest Festival, in conjunction with health streets, all around Wesley, Zumba, line dancing, cooking demos, etc. Kids will actually be planting in the garden.
  - Unlock the Block- Initiative to bring businesses to our “opportunity spaces” like property / retail space next to Bayard Pharmacy. Also marketing Tiffanee’s as a bakery space. Will also go up to oarea over 33 West (SunRay). Tour will also include Loockerman Exchange. Monday, April 9<sup>th</sup>, 1pm. Governor will also be in attendance for the press conference.
- First State Community Partnership – Laura Cantor-Chupp- next meeting April 16<sup>th</sup>.
- Volunteers – New Members

### 12.)New Business

- a. Talking about ads we need to run in other areas that we should put our DDP ads in to bring people here.
- b. Next Meeting – 12 – 1:30P –May 3 – Tonda will be out of town, Katrina has a mandatory meeting/training for work so she can not attend. Tina will be chairing.
- c. Meeting schedule for 2018 – 1<sup>st</sup> Thursday of month 12N- 1:30P
  - i. 2018 – Schedule – (6/7; no meeting in July; 8/2; 9/6; 10/4; 11/1; 12/5)