



Merchant Committee Agenda

November 8, 2017

- I. Work plans finalized
 - A. Maureen Feeney Roser

- II. Holiday Promotions
 - A. Advertising and Marketing

 - B. Punch Card Program

- III. Military Discount Program

- IV. Bid Tax and Cadets

- V. Parking and Safety Committee Report



Meeting Notes Merchant Committee

October 11, 2017

1. Work plans outline presented and thoroughly discussed.
2. Bid Tax proposal for additional Cadets. This proposal was not discussed
3. Discussion about spending priorities for the military discount program. Why have we not spent money on social media yet? This is a priority and must be followed thru.
4. Holiday Market discussed. A "punch card" program was discussed to promote the whole district. What are the details of this program??

WORKPLAN: COMMITTEE OVERVIEW (Complete one or more sheets for each committee)

Main Street Program: Downtown Dover Partnership Date: _____ **Committee: Merchants**

Committee Chair: Tom Smith

Phone: (302) 674-1787

TSmith@delawaremade.com

Committee Goal: Create an environment that provides business networking support with a Shop Small, Shop Local philosophy to enhance and grow the Downtown Dover Business District.

Committee Objectives

1. Develop cooperative marketing campaign(s) and explore additional opportunities to create immediate sales for businesses
2. In cooperation with other DDP committees as appropriate, develop and implement business recruitment/retention strategies to assist businesses from conception through opening day -- and beyond.
3. Improve perceptions of public parking and safety in downtown Dover

Committee Members:

Name	Phone	Email
Jan Crumpley, The Delaware Store	(302) 465-0805	jan@sunshinedover.com
Lucy Findlay, Partners in Design	(302) 670-1544	partnersindesign@verizon.net
Jean Francis, Beyond Dimensions	(302)674-9070	
Will Grimes, NCALL & Restoring Central Dover	(302)678-9400	wgrimes@ncall.org
Penny Reynolds, Signature Stitches		
Todd Stonesifer, The Moving Experience	(302) 242-2122	todd@toddstonesifer.com
Erin Thwaites, Bel Boutique	(302) 741-2340	erin@belboutique.com
E-Z Pass representative		

WORKPLAN: COMMITTEE OBJECTIVES SHEET (Complete one or more sheets for each committee)

Main Street Program: Downtown Dover Partnership Date: _____ **Committee: Merchants**

Committee Objective #1: Develop cooperative marketing campaign(s) and explore additional opportunities to create immediate sales for businesses

Projects:

1. Continue and evaluate the Military Discount campaign
2. Develop a holiday advertising campaign and explore related promotional activities
3. Develop a cooperative marketing campaign for winter/spring 2018
4. Explore opportunities to add a retail component to existing special events in downtown Dover.

Committee Objective #2: In cooperation with other DDP committees, develop and implement business recruitment/retention strategies to assist businesses from conception through opening day -- and beyond.

Projects:

1. Advocate for and support a business mentoring program.
2. Assist the Marketing and Promotion Committee in building on the downtown Dover map and business directory currently produced by DDP volunteer Jan Crumpley and develop a strategic distribution plan.
3. Explore opportunities for increased communications between the business community, the City and the DDP.

Committee Objective #3: Improve perception of public parking and safety in downtown Dover

Projects:

1. Support the Police Cadet Program and the Parking and Safety Committee's efforts to improve the image of public parking & safety in downtown Dover, DE.

WORKPLAN: PROJECT SHEET (Complete one sheet for each project)

Main Street Program: Downtown Dover Partnership Date: _____ Committee: Merchants

Objective #1: Develop cooperative marketing campaign & explore additional opportunities to create immediate sales for businesses

Project: Continue and evaluate the Military Discount campaign Completion date: 4/30/18 & then ongoing if successful

Project Chair: Tom Smith Phone: (302) 674-1787 TSmith@delawaremade.com

Committee Members: Jan Crumpley, Jean Francis, Will Grimes, Penny Reynolds, Todd Stonesifer, Erin Thwaites

<i>Task</i>	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress/Completion</i>	<i>Outcomes</i>
Continue the ad campaign in <u>The Airlifter</u> through 12/31/17	T. Smith and DDP staff	Thru 12/31/17	\$1,000.00	\$0	Ads have already begun.	
Evaluate the campaign to determine impact. Consider surveying businesses on potential impact.	T. Smith, J. Crumpley, J. Francis, W. Grimes, T. Stonesifer, E. Thwaites, P. Reynolds, (tbk as committee) DDP Staff	By 1/31/18	\$0	\$0		
If successful, consider continuing the campaign, but also consider other opportunities to reach to DAFB market.	Committee & DDP staff	By 2/15/18	tbd	\$0		
Advertise opportunities to reach DAFB market to all businesses located within the district.	Committee & DDP staff	By 2/28/18	\$0	\$0		
Evaluate DAFB marketing	Committee & DDP staff	By 4/30/18	\$0	\$0		
		TOTAL	tbd	\$0		

WORKPLAN: PROJECT SHEET (Complete one sheet for each project) – page 1 of 2

Main Street Program: Downtown Dover Partnership Date: _____ Committee: Merchants

Objective #1: Develop cooperative marketing campaign(s) and explore additional opportunities to create immediate sales for businesses

Project #2: Develop a holiday advertising campaign and explore related promotional activities Completion date: 1/31/18

Project Chair: Tom Smith

Phone: (302) 674-1787

TSmith@delawaremade.com

Committee Members: Jan Crumpley, Jean Francis, Will Grimes, Penny Reynolds, Todd Stonesifer, Erin Thwaites

<i>Task</i>	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress/Completion</i>	<i>Outcomes</i>
Discuss opportunities for advertising downtown Dover businesses as holiday shopping, dining and service needs destinations. Determine Budget.	T. Smith, J. Crumpley, J. Francis, W. Grimes, T. Stonesifer, Penny Reynolds, Erin Thwaites, & DDP staff	10/11/17	\$3,000	\$0	Decided on theme ('Tis the Season to be in Downtown Dover) - ad campaign on Facebook and other social media (up to 80% of budget) using existing DDP videos, Marquee, Posters, E-Newsletters, & Print (up to 20% of budget)	
Review upcoming holiday events in downtown Dover and discuss opportunities for adding a retail component/cooperative advertising to reach holiday event audience.	T. Smith, J. Crumpley, W. Grimes, T. Stonesifer, Penny Reynolds, Erin Thwaites, & DDP staff	10/11/17	\$0	\$0	Decided on punch card for holiday shoppers. Completed card to be entered to win prize(s).	
Design and produce shopping card.	DDP Staff, J. Crumpley, P. Reynolds	By 11/14/17	\$0	\$0		
Determine shopping card rules	T. Smith, J. Crumpley, W. Grimes, T. Stonesifer, Penny Reynolds, Erin Thwaites, & DDP staff	By 11/14/17	\$0	\$0		
Develop and place ads	DDP staff	12/1/17	As determined	\$0		

WORKPLAN: PROJECT SHEET (Complete one sheet for each project) – page 2 of 2

Main Street Program: Downtown Dover Partnership Date: _____ Committee: Merchants

Objective #1: Develop cooperative marketing campaign(s) and explore additional opportunities to create immediate sales for businesses

Project #2 (cont.): Develop a holiday advertising campaign and explore related promotional activities Completion date: 1/31/18

Project Chair: Tom Smith

Phone: (302) 674-1787

TSmith@delawaremade.com

Committee Members: Jan Crumpley, Jean Francis, Will Grimes, Penny Reynolds, Todd Stonesifer, Erin Thwaites

<i>Task</i>	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress/Completion</i>	<i>Outcomes</i>
Promote holiday events and advertising opportunities to all businesses in district	T. Smith, J. Crumpley, J. Francis, W. Grimes, T. Stonesifer, P. Reynolds, E. Thwaites, & DDP staff	By 12/1/17	\$0	\$0		
Evaluate holiday ad campaign and holiday activities to determine success for future planning	T. Smith, J. Crumpley, J. Francis, W. Grimes, T. Stonesifer, P. Reynolds, E. Thwaites, & DDP staff	By 1/31/18	\$0	\$0		
		TOTAL:	\$3,000	\$0		

WORKPLAN: PROJECT SHEET (Complete one sheet for each project)

Main Street Program: Downtown Dover Partnership Date: _____ Committee: Merchants

Objective #1: Develop cooperative marketing campaign(s) and explore additional opportunities to create immediate sales for businesses

Project #3: Develop a campaign for winter/spring 2018 Completion date: 6/1/18

Project Chair: Tom Smith Phone: (302) 674-1787 TSmith@delawaremade.com

Committee Members: Jan Crumpley, Jean Francis, Will Grimes, Penny Reynolds, Todd Stonesifer, Erin Thwaites,

<i>Task</i>	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress/Completion</i>	<i>Outcomes</i>
Based on outcome of holiday ad campaign, explore opportunities for a winter/spring cooperative advertising campaign.	T. Smith, J. Crumpley, J. Francis, W. Grimes, T. Stonesifer, E. Thwaites, P. Reynolds, (tbk as committee) DDP Staff	By 1/31/18	\$0	\$0		
Review existing winter/spring events in the downtown district to determine if any are appropriate for a retail spin.	Committee, DDP Staff	By 1/31/18	\$0	\$0		
Determine Winter/Spring Budget	Committee, DDP Staff	By 1/31/18	tbd	\$0		
Review pricing of media options discussed and set campaign	Committee, DDP staff	By 1/31/18	\$0	\$0		
Develop and place ads	Committee, DDP staff	By 2/15/18	tbd	\$0		
Promote winter/spring event opportunities to all businesses in district	Committee, DDP staff	By 2/15/18	\$0	\$0		
Evaluate winter/spring ad campaign and promotional activities to determine success for future planning	Committee, DDP staff	By 6/1/18	\$0	\$0		
		TOTAL:	tbd	\$0		

WORKPLAN: PROJECT SHEET (Complete one sheet for each project)

Main Street Program: Downtown Dover Partnership Date: _____ Committee: Merchants

Objective #1: Develop cooperative marketing campaign(s) and explore additional opportunities to create immediate sales for businesses

Project#4: Explore opportunities to add a retail component to existing special events in downtown Dover. Completion date: 6/30/18

Project Chair: Tom Smith Phone: (302) 674-1787 TSmith@delawaremade.com

Committee Members: Jan Crumpley, Jean Francis, Will Grimes, Penny Reynolds, Todd Stonesifer, Erin Thwaites

<i>Task</i>	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress/Completion</i>	<i>Outcomes</i>
Review NMSC webinar info “How to Ring Registers”	T. Smith, J. Crumpley, J. Francis, W. Grimes, T. Stonesifer, E. Thwaites, P. Reynolds (tbk as committee), DDP Staff	By 2/1/18	\$0	\$0		
Working with the Marketing and Promotions Committee and DDP staff, help develop and/or review a full year calendar of events in downtown Dover.	Committee, DDP Staff	By 4/1/18	\$0	\$0		
Determine if any existing events create an opportunity for a retail/promotional activity to ring registers.	Committee, DDP Staff	By 5/1/18	\$0	\$0		
Determine budget	Committee, DDP Staff	By 5/1/18	tbd	\$0		
Set plan to implement event-related retail activities.	Committee, DDP Staff	By 6/1/18	\$0	\$0		
Promote the event-related retail opportunities to all businesses in district.	Committee, DDP Staff	By 6/30/18	\$0	\$0		
Evaluate each activity to determine success for future planning	Committee, DDP Staff	Immediately after event	\$0	\$0		
		TOTAL:	tbd	\$0		

WORKPLAN: PROJECT SHEET (Complete one sheet for each project)

Main Street Program: Downtown Dover Partnership Date: _____ Committee: Merchants

Objective #2: In cooperation with other DDP committees as appropriate, develop and implement business recruitment/retention strategies to assist businesses from conception through opening day -- and beyond.

Project #1: Advocate for and support a business mentoring program. Completion date: 6/30/18

Project Chair: Tom Smith Phone: (302) 674-1787 TSmith@delawaremade.com

Committee Members: Jan Crumpley, Jean Francis, Will Grimes, Penny Reynolds, Todd Stonesifer, Erin Thwaites,

<i>Task</i>	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress/Completion</i>	<i>Outcomes</i>
Discuss the need for and the opportunity to create a new business mentoring program in conjunction with Economic Development Committee's business recruitment/retention efforts.	T. Smith, J. Crumpley, J. Francis, W. Grimes, T. Stonesifer, E. Thwaites, P. Reynolds (tbk as committee), DDP Staff	By 6/1/18	\$0	\$0		
Supply information necessary to assist the Economic Development Committee's recruitment/retention efforts.	Committee, DDP staff	By 6/30/18	\$0	\$0		
On a regular basis, discuss with business community the need for technical assistance training (eg., social media marketing tips, cyber security, shoplifting prevention, counterfeit bills detection, etc.) for businesses and supply information to appropriate DDP committee for training development.	T. Smith, committee, DDP Staff	ongoing	tbd	\$0		
		TOTAL:	tbd	\$0		

WORKPLAN: PROJECT SHEET (Complete one sheet for each project)

Main Street Program: Downtown Dover Partnership Date: _____ Committee: Merchants

Objective #2: In cooperation with other DDP committees as appropriate, develop and implement business recruitment/retention strategies to assist businesses from conception through opening day -- and beyond.

Project: Assist Marketing and Promotion Committee in building on the downtown Dover map and business directory currently produced by DDP volunteer Jan Crumpley and develop a strategic distribution plan. Completion date: 6/30/18

Project Chair: Tom Smith Phone: (302) 674-1787 TSmith@delawaremade.com

Committee Members: Jan Crumpley, Jean Francis, Will Grimes, Penny Reynolds, Todd Stonesifer, Erin Thwaites

<i>Task</i>	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress/Completion</i>	<i>Outcomes</i>
Along with the Economic Development and Parking & Safety Committees, supply needed information to the Marketing and Promotion Committee to build on the existing downtown Dover map and guide.	T. Smith, J. Crumpley, and DDP Staff	By 4/15/18	\$0	\$0		
Work with Marketing and Promotion and Economic Development Committees to determine an extensive distribution plan for map and guide (area hotels, Wesley and DSU visitor centers, library, etc.)	T. Smith, J. Crumpley, J. Francis, W.Grimes, P. Reynolds, T. Stonesifer, E. Thwaites (tbk as committee) and DDP staff	By 4/15/18	\$0	\$0		
Support the inclusion of an interactive downtown map and guide for the new DDP website, if not already included.	Committee and DDP Staff	By 6/30/18	\$0	\$0		
Assist with information necessary to update the map and guide on a quarterly basis.	Committee and DDP Staff	ongoing	\$0	\$0		
		TOTAL:	\$0	\$0		

WORKPLAN: PROJECT SHEET (Complete one sheet for each project)

Main Street Program: Downtown Dover Partnership Date: _____ Committee: Merchants

Objective: In cooperation with other DDP committees, develop and implement business recruitment/retention strategies to assist businesses from conception through opening day -- and beyond.

Project: Explore opportunities for increased communications between the business community, the City and the DDP. Completion date: 6/30/18

Project Chair: Tom Smith

Phone: (302) 674-1787

TSmith@delawaremade.com

Committee Members: Jan Crumpley, Jean Francis, Will Grimes, Penny Reynolds, Todd Stonesifer, Erin Thwaites

	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress/Completion</i>	<i>Outcomes</i>
Discuss and articulate merchant needs for increased communications (eg., notices of construction, parades, events, opportunities, etc.)	T. Smith and DDP staff	By 12/31/17	\$0	\$0		
Work with DDP staff to determine how to gather needed information and determine the best way to distribute the information to businesses in the downtown district.	T. Smith, J. Crumpley, J. Francis, W. Grimes, P. Reynolds, T. Stonesifer, E. Thwaites (tbk as committee) and DDP Staff	1/1/18 - 1/31/18	\$0	\$0		
Evaluate the effectiveness of platform(s) chosen and value of information provided.	T. Smith, Committee, and DDP staff	6/30/18	\$0	\$0		
Participate in Quarterly DDP Chair Meetings	T. Smith and DDP Staff	ongoing	\$0	\$0		
Create opportunities for business networking (ie. Wine and cheese in businesses, networking mixers) on a regular basis to increase communication amongst businesses in the district	T. Smith, Committee, and DDP staff	By 4/30/18 and ongoing	tbd	\$0		
		TOTAL:	tbd	\$0		

WORKPLAN: PROJECT SHEET (Complete one sheet for each project)

Main Street Program: Downtown Dover Partnership Date: _____ Committee: Merchants

Objective #3: Improve perception of public parking and safety in downtown Dover

Project #1. Support the Police Cadet Program and the Parking and Safety Committee’s efforts to improve the image of public parking & safety in downtown Dover. Completion date: ongoing

Project Chair: Tom Smith Phone: (302) 674-1787 TSmith@delawaremade.com

Committee Members: Jan Crumpley, Jean Francis, Will Grimes, Penny Reynolds, Todd Stonesifer, Erin Thwaites

<i>Task</i>	<i>Responsibility</i>	<i>Timetable</i>	<i>Cost</i>	<i>Revenue</i>	<i>Progress/Completion</i>	<i>Outcomes</i>
Support the police Cadet program for the downtown district as appropriate.	T. Smith, J. Crumpley, J. Francis, W. Grimes, P. Reynolds, T. Stonesifer, E. Thwaites (tbk as committee) and DDP Staff	ongoing	\$5,000.00	\$0		
Participate in Parking and Safety Committee meetings on a regular basis to bring concerns/opportunities about safety to the committee’s attention and participate in discussion regarding how to address concerns.	T. Smith and W. Grimes	ongoing	\$0	\$0		
		TOTAL:	\$5,000.00	\$0		

