



## Merchants Committee Meeting

Tuesday, June 17, 2025

Zoom (See link within agenda.)

8:30-9:30 a.m.

### AGENDA

ZOOM: <https://zoom.us/j/95418536823>

954 1853 6823

Meeting ID: 954 1853 6823

- Welcome
- Agenda
- Minutes (May 8, 2025)
- Composition (members) and discuss plans for FY 2026
  - Committee Workplan FY 2026
    - Leadership of Committee (Chair/Co-Chair)
    - Confirmed Merchant activities summary
      - Merchant meetings
      - Downtown Business Directory
      - Capital Key Value Card
      - Yiftee Downtown Gift Card program
      - Small Business Saturday (Nov. 2025)
      - Fire & Ice Festival (Jan. 2026)
      - Chamber of Commerce Benefits & Opportunities support promo \$100:
        - HOLA non-profit; 445 Bank Lane
    - Merchant Mixers
    - Downtown Dover business calendar
    - Downtown window contests
  - Master Plan brief update
  - Other Business
  - Public Comments
  - Adjourn

The Merchant Committee supports a sustainable business community through business-to-business communications, networking support, and promotional activities to increase profitability.



**Merchants Committee Meeting**

Tuesday, June 17, 2025

Zoom (See link within agenda.)

8:30-9:30 a.m.

Topic: DDP Merchant Committee

Time: May 20, 2025 08:30 AM Eastern Time (US and Canada)

Every month on the Third Tue, until Jun 16, 2026, 14 occurrence(s)

Please download and import the following iCalendar (.ics) files to your calendar system.

Monthly: [https://zoom.us/meeting/tJEpduGtrT0iGNf\\_DGVQLUU-5T05POA1XiwK/ics?icsToken=DAo4pLLlIZcmlq1OuQAALAAAD-JodChRP1qkav12Qdt1wOI5zTwhMGwiulrIQUzpbIHihXNDwm2e616cj6rxSP6lmbi6DHQCjsYOTSGtDAwMDAwMQ](https://zoom.us/meeting/tJEpduGtrT0iGNf_DGVQLUU-5T05POA1XiwK/ics?icsToken=DAo4pLLlIZcmlq1OuQAALAAAD-JodChRP1qkav12Qdt1wOI5zTwhMGwiulrIQUzpbIHihXNDwm2e616cj6rxSP6lmbi6DHQCjsYOTSGtDAwMDAwMQ)

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Find your local number: <https://zoom.us/u/aB44eZsae>

The Merchant Committee supports a sustainable business community through business-to-business communications, networking support, and promotional activities to increase profitability.



## Merchants Committee Meeting Minutes

May 8, 2025

Via Zoom 8:30 a.m.

### Meeting Minutes

**Attendance:** Codi Canasa, Chevonne Boyd, Larry Harvey, Dina Vendetti, Diane Laird, Morgan Russum

**Agenda** – Approved by consensus.

**Minutes** – Approved by consensus.

**Results of Merchant Survey** – Morgan reported that a merchant survey was created and sent out to merchants via email several times. There were five (5) responses to the survey. From those responses, all the merchants would like to see DDP have the Fire & Ice Festival again next year. Everyone also would like to see continued Merchant Committee meetings and Merchant Mixers. Each respondent offered different times of day as best for them to meet so discussion will be needed for scheduling upcoming meetings.

**Chamber of Commerce** – Diane proposed that the Merchant Committee support Chamber membership by offering \$100 toward a new membership to new or existing (not already Chamber members) businesses. It would be a one-time benefit for up to 10 businesses.

Dina agreed to have the CDCC work on marketing to promote this incentive and Diane and Morgan will work on creating an application and posting it on the DDP website.

Dina also noted that CDCC works with NeighborGood Partners and their Launcher Program. When a person graduates the Launcher Program with a business Plan, the CDCC offer a free three-month promotional membership.

**FY 2026 Meeting/Mixer Schedule** – The committee discussed continuing monthly meetings but moving them to Tuesday morning instead of Thursdays starting with the next meeting which will now be held on June 17<sup>th</sup>.

There is also interest in restarting Merchant Mixers. It was suggested that Mixers be held during the day (breakfast or lunch) instead of in the evening. The group decided to have three (3) mixers – in February, June, and October.

Chevonne offered to create and manage a calendar of event accessible to all merchants. It will include meeting/mixer dates and other relevant information.

**Merchant Support** – DDP offers several programs to support merchants including Capital Key discount cards and Yiftee eGift cards. These programs are not widely used, but the committee agreed that they are worthwhile to continue and possibly revamp as the Master Plan is implemented and foot traffic in downtown increases.



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The committee also discussed continuing to have window decorating contests. It was decided to have quarterly contests and the dates will be determined during next month's committee meeting.

**Master Plan Update** – Diane provided a brief update noting that the demolition of the two Bradford St. properties has been completed. The groundbreaking for the Mobility Center to be built at that location is on track for October.

The 120 S. Governors Ave. project is still gathering funding. It will be a mixed use, mixed income property with retail spaces on the ground floor and apartments above. Grocery Outlet is being sought as a grocery store for that location. There will also be several micro retail spaces there.

**Adjourn** - approximately 9:40 a.m.

**Next meeting** – June 17, 2025

DRAFT