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

Merchant Committee Notes

August 8, 2018

1. The DDP Staff gave a very extensive report. Request was made from the Dover Art League to include their members in a discount program downtown. It was decided not to do this. However, a discount program for Wesley students and staff was discussed and approved and staff will follow up on this program.

2. Farmer's market will close on October 24th. It has been a very successful season for the market and great positive feedback about it. Some merchants have seen some new customers because of this.

3. David Anderson, City councilman, had a meeting at city hall to discuss safety issues. Several residents of South Governor's Avenue wanted a wider discussion of safety downtown. Mr. Val DeRocili of Compliance Engineering on Bradford Street is extremely concerned by what he considers a deteriorating safety condition and is organizing a group of people to talk about the issues facing downtown and present their findings to City council.

4. Tom Smith, as chair of this committee attended the meeting at City Hall and brought the issues discussed to the Parking and Safety Committee meeting of the DDP.