Marketing and Promotions

April 4, 2019
12 :00 – 1:00
Cendel Conference Room

1. Welcome

2. Staff update:
    a. St. Patrick's Day Parade
    b. First Friday's April 5

3. Finalize FY 2020 workplan

4. Other business

Next meeting date: May 2, 2019

Marketing and Promotions

March 7, 2019
11:00 – 1:00
Working Lunch
Cendel Conference Room

Purpose of meeting: Discuss strategies of, and workplan for, the Marketing and Promotions Committee for FY 2020

1. Welcome- Present: Diane Laird, Maureen Feeney Roser, Jennifer Sauselein- new Biggs Marketing Director, Nina Todd, Will Grimes, Laura Chupp, Joy May (husband is a DAFB commander), Cristal Brenneman, Katrina Sullivan (late)

2. Review and evaluate calendar of events.

    a. Discussion
    b. Anyone interested in volunteering for these events, reach out or go on tinyurl

3. Evaluate current promotions/activities – outcomes and effectiveness. Consider whether to keep/tweak, move to another entity, or remove from workplan altogether.

    a. Discussion about recruiting volunteers and how we get them.
    b. Small build up overtime- trying to engage them for heart
    c. Tinyurl.com /doverfun
    d. We need people who are excited about helping, not just to "hey we need volunteers"
    e. Do we need a volunteer coordinator?

f. Nina brings up about – do we have a strategic plan that we need to work our workplan into. What is our goal within that plan?
    i. Recruitment and retention of business- we would love more restaurants, boutiques, home goods
    ii. Customer groups- getting students (college) and their staff/faculty to come downtown- building relationships with colleges and have more interaction; DAFB; workers and residences downtown; tourists/historic and cultural traveler
    iii. Discussion about "A Day in Dover" catering to different kinds of people.
    iv. Discussion about signage

4. Draft FY 2020 workplan.
    a. Discussion about Downtown Dover Ambassadors on the plan and what exactly is this?
    b. First thing would be an effective committee structure. Do we want to create sub-committee groups, so that we can function as the actual committee who deals with advertising/getting people downtown.
    c. Calendar of events evaluation. What should we continue or what should be taken off this organization's plate? Staff vs. committees/volunteers. Get merchants represented on this committee? How are we taking advantage of other events going on in Dover?
    d. Take a good hard look at advertising and developing a real marketing plan. Where is the ROI on that?
    e. Get some members and merchants to be certified ambassadors.

5. Determine next steps for workplan development and finalization of draft by April 10.

6. Next meeting date: April 4, 2019