

Merchants Committee Meeting



AGENDA

June 12, 2019

8:30-9:30 at LaBaguette

- Welcome
- Volunteer to record minutes
- Public Comments
- Minutes
- Promotional video/advertising
 - Comcast
 - WBOC – Delmarva Life
- Block captains update
- New businesses
 - The Wedding Boutique – Tammy and Ashley Robinson
 - Sweets ‘n Treats - Monique Walker, opening celebration Sat., June 8 at noon
 - Tina’s Timeless Threads – Tina Hudson-Beamer (formerly Petite Sweets location)
 - Sold Out Sneaks - Aaron Foreman 302 W. Loockerman, opening Fri. June 7 at noon
- Workplan
 - Distribute and consider next item(s) focus
 - Welcome new merchants and goodie bag promotional item/piece, etc.
- Summer schedule
 - Meeting
 - Merchant Mixer – Set August date

Next Meeting Date: July 10

The Merchants Committee will work to support a sustainable business community through business communication, networking support and promotional activities to enhance and grow the downtown Business Improvement District.

Merchant Committee Meeting Minutes



May 8, 2019

8:30 a.m.

DRAFT

- May First Friday was discussed. There was discussion on reaching a broadened audience. Diane shared that First Friday gives back will relaunch in June. The Delaware Scene webpage is up and running and promotion will begin for First Friday. Another initiative coming from the City will launch on May 17th at DAL and will allow artists/musicians to come play outdoors at designated locations throughout Downtown (busking). This will take place on Wednesday's- Friday's at lunchtime. We will continue indoor programming through December to maintain consistency, but at a smaller scale. This will be in addition to the outdoor programming and street closure by D3. The majority of attending merchants were disappointed with the turn out. Lori shared that My Roots shared that they had a successful First Friday.
- We discussed taking advantage of The Greene to include food carts. Diane is to follow up with the City.
- D3 will place flowerpots throughout Downtown again this year. Yossy expressed that last year she had an issue with trash, specifically cigarette butts. There was suggestion to have her neighboring merchant add a smoking container outside his storefront.
- We confirmed that Tom, Lori, and Yossy are going to be block captains for their areas. Diane and Lori to follow up on 2 additional block captains. Job descriptions were handed out and each block captain will visit their merchants to explain this new process.
- Yossy shared that she witnessed an individual defacing several signs and storefronts. She contacted Dover PD but was disappointed in the lack of response. Tom to contact the Mayor to inform him.
- Merchant Mixer will be held May 13th. Agenda items were discussed. RSVP's have started to come in.
- Diane to send the Merchant survey out electronically to help increase the participation.
- Diane shared that the Work Plan has been approved and gave a brief summary.
- Welcome packets were discussed. Diane asked for ideas at next meeting. We would like each merchant to add something to the packet.
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- There is interest from some merchants on doing a commercial campaign with Comcast. Lori to reach out to the rep and invite her to the next merchant meeting.
- Next Merchant meeting scheduled for June 12th at La Baguette.

Next Meeting Date: Wednesday June 12, 2019