

Merchants Committee Meeting



Minutes

Thursday, August 13, 2020

8:30-9:30 via Zoom:

Join Zoom Meeting

<https://us02web.zoom.us/j/86739678418>

Meeting ID: 867 3967 8418

- Welcome 8:30
- Attendees: Lori Llewellyn, Councilman David Anderson, Lucy Findlay, Carla Wilson, Judy Diogo, Kari Ebert, Diane Laird
- Volunteer to record minutes – Diane
- Public Comments – None
- Minutes (June) Unanimously approved.
- Update on “Capital Key” campaign: Diane provided update. Need to disperse additional Keys to those participating. Will change offers/promotions approx. every two months. Business owners need to apprise staff of the special being offered in their business. Currently marketing has included First Friday press release, Constant Contact, in-store availability, on DowntownDover.com website (DDP’s), and via a WBOC interview to promote the Capital Key on Aug. 12. We are open to additional ways to get the word out. Here’s the WBOC link:

<http://www.delmarvalife.com/delmarvalife/unlocking-savings-in-downtown-dover-with-capital-key-program/>

- Merchant Window Contest –
 - Summer contest resulted in two winners. Tina’s Timeless Threads won, panel of judges from Bayhealth. And Creative Vision won the People’s Choice for summer. Creative Vision also won for the February People’s Choice contest. Trophy needs to be presented.
 - Next contest First Friday October; October First Friday launch. Next panel of judges was considered, and keep People’s choice voting, despite some “robo-voting.” Poetry/art/harvest theme. Lori will put the application info together. Promote window

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contest for Oct. via Chamber. Judges for contest in fall: DAFB, committee of realtors via Carla, essential workers. Determined: Carla will set up a group of realtors who will judge any-time between First Friday and October 15/20th.

- WBOC promotion ideas - Merchants are not in a position to pay for services at this time. Possibly highlight October's First Friday. Diane will talk with Terry about October as a potential newsworthy item, though no expenditure to be made.
- Webinar opportunity to assist merchant online presence – Discussed two options for webinar training from Gregory Zackowicz regarding social media. We could offer up taped version to the broader small business community. Lori and Diane will arrange a call with Gregory to firm up the details of the talk. Councilman Anderson endorsed this concept of training and will help to promote. Merchant committee would provide \$500 +/- . *Note: The amount for the proposed two-part training is \$800. Check workplan for funds for this training, both Merchant and Economic Vitality committee.*
- Discussion on business's reopening- Most are open, but inconsistent in hours, days, "By Appt. Only", etc. Having some uniform hours would be helpful, like open on Friday's and Saturday's. Hiring staff can be challenging which will affect consistency. Lori, Lucy and Diane will get together and discuss. Shoot for Sept. 15, for consistency and a plan perhaps with coordinating merchants to be open Friday's and Saturday's. Judy offered the Chambers assistance to promote this, and a formal determination to shoot for Sept. 15 could be a "save the date" sort of communication for the Chamber and us to promote.
- First Friday August had a great "vibe." Buskers added a wonderful ambiance, weather was terrific, and all considered, people were out and about. Carla posted videos of buskers on Facebook and had a great bit of feedback about activities going on downtown.
- New business: Kari Ebert discussed changing nature of her poetry event. Her weekend is broken into several different events. First Friday Sept.:
 - No touch scavenger hunt (Goose- chase app) Mission has a poetry theme and merchant inclusion and also includes the senses (smell, taste, etc.)
 - Six famous poets, with robots (poetry or po-bots) printed and hidden in merchant stores, a clue to find and take a picture.
 - Hands on activities originally planned. Now no-touch, no-group. Swag bags – for poetry-based activities.
 - Buskers – Three confirmed poet buskers with typewriters, writing poetry on the spot. Tina Hudson-Beamer will dress them in vintage outfits. Roving poet engaged. Two traditional poets (Division of the Arts) one that sings. Six confirmed. Diane will put Kari and Jean together.
 - Poetry community art project. Reimagined due to COVID – Exquisite...people contribute a line, send to Kari, program to show up on a screen. Considering working with Tina's Timeless Threads and Sozo.
 - 30-40 swag bags with poetry stuff and Capital Key Cards.

Next Meeting Date: Thursday, September 10, 8:30 a.m.

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