



MARKETING & PROMOTIONS COMMITTEE MEETING

1<sup>st</sup> Thursday of the Month– 12:00N – 1:30PM

CEN DEL Foundation Building or conference call –

Dial In Number: [\(712\) 451-0897](tel:(712)451-0897)

Access Code: 698020

**Tentative Agenda - Subject to Change**

2/28/2018 3:35 PM

1.)Welcome –

- a. Mission Statement – *We will work to create a positive image for the downtown Dover area by promoting the downtown area as an exciting place to live, visit, work, shop and invest.*
- b. Remember to further enhance security & community policing please call the non-emergency # 302.736.7111 to report unusual &/or questionable activities that may have an effect on our overall mission.
- c. Committee Members – Stephanie Adams, Biggs Museum; Wanda Anderson, Wesley College; Tina Bradbury, DDP; Laura Cantor-Chupp, First State Community Partnership Program; Jan Crumpley, Parke Green Galleries & Delaware Store; Margery Cyr, Dover Library; Katherine Wimberley, Dover Library; Lucy Findlay, Partners in Design; Will Grimes, NCALL, Restoring Central Dover; Lt. Chris Hermance – City of Dover Police; Kerri Hollyday, Dover Library; Danielle Jonigan, Kent County Tourism; Jeff Moore, CDCC; Judy Diogo, Central DE Chamber of Commerce; Claudette Richards, Wesley College; Chris Hall, Historical & Cultural Events/Museums; Tom Smith, Delaware Store; Mary J. Stewart, Private Citizen; Katrina Sullivan, Delaware State News; Nena Todd, Historical & Cultural Events/Museums; Sarah Zimmerman, First State Heritage Park
- d. Katrina Sullivan chairing this meeting, as chair is on vacation

2.)Update/Review Prior Events/Activities

3.) WorkPlan - Final draft with edits from February meeting.

4.) Upcoming Events -2018 & 2019 Schedule of Events – Awareness Month Link -

<http://ethixmerch.com/list-of-awareness-months/>

- a. First Weekends &/or First Friday's–



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- i. D3 Group worked in partnership DDP & were awarded a grant request from Restoring Central Dover for year round First Friday's
  - March 2-4
  - April 6-8
  - May 4-6 (Dover Days, Nascar & History Heritage & Hops
  - June 1-3
  - July 6-7
  - August 3-5
  - September 7-9
  - October 5-7
  - November 2-4 (Market Faire 11/4 on the Green)
  - December 7-9
- Capital Holiday Celebration – Thursday, 11/29
- Caroling on the Green – Wednesday, 12/5 – Jan Crumpley

5.)Farmers Market Update – Tina Bradbury

6.)Dinner & A Movie Partnership with Dover Public Library – Grant awarded thru Restoring Central Dover

7.)DEL DOT/DART promotional partnership is moving forward - Tina & Tonda

8.)Ribbon Cuttings\Grand Openings:

9.)Social Media –Mary Stewart – [coopstew@gmail.com](mailto:coopstew@gmail.com); [mary.stewart@state.de.us](mailto:mary.stewart@state.de.us)

- a. Eat Drink Buy – Website - <http://www.eatdrinkbuyart.com/>Strategic Planning - date?

- i. Sponsorship Opportunities

Social Media\Website – Mary Stewart - [coopstew@gmail.com](mailto:coopstew@gmail.com);

[mary.stewart@state.de.us](mailto:mary.stewart@state.de.us)



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- b. Downtown Dover FaceBook - Tina B
- c. Website Update/Downtown Dover Facebook– Tina B
- 10.)Advertising Committee Report – Meeting Date/Time?
  - a. Members – Tonda Parks, Tina Bradbury, Jan Crumpley
    - i. Tasks – Media Schedule
    - ii. Budget,
    - iii. Promotional Materials – ie; Map, rack cards, etc
- 11.) Committee Chairs Meetings – 3<sup>rd</sup> Wednesday of the month qtrly 8:30A – 9:30A – had our first meeting 1/31/18 – Wednesday!
- 12.) Member Comments/Events:
  - First State Heritage Park – Sarah Zimmerman
  - City of Dover Library – Margie Cyr/ Kerry Hollyday/ Katherine Wimberley
  - Merchant Committee – Tom Smith
  - Board - Merchant Representative – Lucy Findlay –
  - Historical & Cultural Events/Museums – Nena Todd & Chris Hall
  - Kent County Tourism – Danielle Jonigan
  - CDCC – Judy Diogo
  - City of Dover Police Community Relations Team –Lt. Hermance, MCpl. Jen Lynch
  - NCALL – Will Grimes
  - DAFB – Housing - Terris Bagwell, Director Hunt Housing
  - First State Community Partnership – Laura Cantor-Chupp
  - Volunteers – New Members
- 13.)New Business
  - a. Next Meeting – 12 – 1:30P –April 5th



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- b. Meeting schedule for 2018 – 1<sup>st</sup> Thursday of month 12N- 1:30P
  - i. 2018 – Schedule – ( 4/5; 5/3; 6/7; 7/5??: 8/2; 9/6; 10/4; 11/1; 12/5



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Meeting Notes 2/1/18- Katrina Sullivan

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### 1.)Welcome –

- a. Present: Tina Bradbury, Laura Chupp, Danielle Jonigan, Maureen Feeney Roser, Katrina Sullivan, Tonda Parks- via phone, Sarah Zimmerman- via phone, Will Grimes
- b. **TONDA CHECK EMAIL LIST- Make sure that Laura Chupp is on the list**
- c. Two goals to accomplish-
  - i. DDP Board of Directors has asked to identify a Vice Chair for each committee- Katrina is recommended/nominated by Tonda.  
Recommendation will go to Anita for consideration and appointment.
  - ii. Workplan has been approved by Board of Directors, so now we will use that to drive everything that we do.

### 2.)Update/Review Prior Events/Activities

- a. Amazing Chase – 9/21 date TBD, but is on the plan for CDCC this year
- b. OktDoverFest – September 22
- c. Comic Con – August 18th
- d. Thunder Over Dover –2019

### 3.) WorkPlan - presented to the board & attached for your review

- a. A few minor changes/corrections to names and contact info
- b. Going over all the items and discussion
- c. Maureen happy to help on map project while she is here.
- d. Discussion about map and schools helping put together this project
- e. Need to get what Jan has already and use as a foundation

### 4.) Upcoming Events -2018 & 2019 Schedule of Events –

- a. First Weekends &/or First Friday's–



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  - September 7-9
  - October 5-7
  - November 2-4 (Market Fair 11/3 on the Green)
  - December 7-9
- Capital Holiday Celebration – Thursday, 11/29
- Home for the Holidays/Marketplace/ Parade First weekend of December
- Caroling on the Green – Wednesday, 12/5 – Jan Crumpley

5.)Dinner & A Movie Partnership with Dover Public Library – Grant awarded thru Restoring Central Dover

6.)DEL DOT/DART promotional partnership is moving forward - Tina & Tonda

- a. Hoping to get calendar in the bus sheds
- b. Hoping to get signage on the bus- 106-how many fitbit steps it takes to get off the bus and get to downtown? Laura is going to do this.

7.)Ribbon Cuttings\Grand Openings:

- a. Downtown Dover FaceBook - Tina B
- b. Website Update/Downtown Dover Facebook– Tina B



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### 9.) Member Comments/Events:

#### ➤ First State Heritage Park – Sarah Zimmerman

- First Saturday collaborated with welcome center, Biggs, and State house, for African Americans in times of War. Revolutionary war – Vietnam War
- March 3<sup>rd</sup>- All about women
- April- Delaware Agriculture
- May- Dover Days- February 6<sup>th</sup>, meeting with Kent County Tourism
- Met with Restoring Central Dover and Parks and Rec- came up with idea for a Dover Treasure Hunt, perhaps in Spring 2019- planning stages right now

#### ➤ Kent County Tourism – Danielle Jonigan

- Update- vendor and parade registration open on doverdaysfestival.com, after the meeting, more info will be shared for Dover Days- 1 day this year. Some things are changing.
- Delaware’s Quaint Villages Group Tour- inviting press, group tour people, decision makes, etc in hopes they will come visit here- March 21<sup>st</sup>-23<sup>rd</sup>. They will be in downtown Dover on the 22<sup>nd</sup>. Lunch at the Fox, shopping on their own. Let merchants know! Hoping for a total of 30- 15 press/15 tour directors.
- Tourism Talk- February 20<sup>th</sup>- Black History Month and Kent County’s History
- Tourism Talk March 20<sup>th</sup>- DDP presenting at the Library.

#### ➤ NCALL – Will Grimes



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- Focus on 3<sup>rd</sup> year of Wells Fargo Grant. Preparing for strategic planning meeting in April. Traffic box program, so far 6 boxes spoken for, looking to kick it off in spring! Still reaching out to Art Community for that to get more people on board.
- New grant opportunity- technology grant in collaboration with DSU- not sure on a name, hoping to have a Dover Connect App.
- Successfully purchased 10 lots in Downtown for new homes.

10.)New Business

- a. Next Meeting – 12 – 1:30P –March 1 – Katrina will chair, as Tonda will be out of town.
- b. Meeting schedule for 2018 – 1<sup>st</sup> Thursday of month 12N- 1:30P
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