

Merchants Committee Meeting



AGENDA

Thursday, October 9, 2019

8:30-9:30 at LaBaguette

- Welcome
- Volunteer to record minutes
- Public Comments
- Minutes (September)
- Discuss Merchant Mixer date
- Update on DDP Downtown Merchant Window Decorating Contest
- Update on *Shop Downtown Dover!* promotional piece
- Update WBOC re: Small Town Series
- New business

Next Meeting Date: Wednesday, November 13, 8:30 a.m.
(Location to be determined.)

The Merchants Committee supports 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



**September 4, 2019
8:30 a.m. at Puffster's**

Attendees: Tom Smith, Lori Llewelyn, Sam Chick, Lucy Findlay, Anita Wheeler-Bezy, Tina Hudson-Beamer, Don Beamer, Hassan Azhar, Terry Ayers (WBOC), Tina Bradbury, Diane Laird

- Comcast/video: Terry Ayers (WBOC) lead a discussion regarding proposed development of Delmarva Life Small Town Series video, which will air for one hour, including commercials, and is a way to create a professional marketing film of downtown and several downtown businesses/shops at a reasonable budget .
- Downtown merchants were invited to this committee meeting to review the opportunity.
- Cost is \$7,500 total. DDP and those that purchase segments or half-segments will own the footage, which can be edited and shared on social media. The group watched segments of the actual show, for instance of Berlin, MD and Laurel, DE. Segments would be \$750 and would be approx. 3-4 minutes in length; half segments would be \$375 and approx. 1.5-2 minutes in length. Similar types of businesses could share segments. One segment would be purchased by the Merchant Committee to promote downtown overall. Ten half segments, five full segments, or a combination thereof, are required for the contract.
- Merchants in attendance will consider value and purchase of segments and ask other merchants to consider.
- Ideal timing would coincide with airing (twice, one morning and one evening at 5 p.m.) during mid-November to accentuate Small Business Saturday in late November. This would necessitate filming on/by mid-October.
- Target date for decision to be made not later than October Merchants meeting.

**Next Meeting Date: Wednesday October 9, 2019
Location to be determined.**