



DMM Meeting
Daniel Packer Inn
September 6, 2017
9:00am

Straw Poll:

Lots of foot traffic in the month of August. We had many people driving through and using Mystic as a stop on their way to another destination. Many came and decided to stay but there were no rooms available downtown. Bed + Breakfasts doing well in the area.

The Schooner Wharf Block Party was a nice time. About 30 ppl came out, somewhat last minute. It was on the dock with a dj. Everyone is liking the idea of collaborating on events like this.

Sidewalk Sale went ok. Weather not ideal but plenty of people out regardless.

Presenters:

Julia Porter – CROP walk. It is their 40th walk. It is a faith-based organization trying to end worldwide hunger. This year's walk is on 10/15. Kristin Hartnett following up with Julia regarding signs.

Debbie Gillig – Terry Brodeur Breast Cancer Foundation. October we will be 'Painting the Town Pink'. This year, they are doing grocery store-like donation cards. You can have them in your stores and have customers sign their name on them and leave a donation. Very interested in stores/restaurants coming up with their own ways to fund-raise for the cause. Perhaps a signature drink in the month of October; perhaps a specific item is sold and a percentage of the proceeds go to TBBCF. Be creative as you'd like. Paint the Pumpkin can be made into a fundraiser. Debbie is happy to help in any way and happy to deliver the Donation Cards to you so please contact her at dagillig1@gmail.com if you'd like to help out.

--Side note-- FLAGS : Historically, we have had issues with the plastic snap-on parts. Al is going to coordinate how to make 60 more poles. May reach out for help to construct them. Will get together with Penny's crew to distribute. Store owners will have to bring in at night to prevent theft.

Marketing:

Rita – FB & Instagram doing well. Plans to beef up Twitter. The article in the Boston Globe has been helpful. Hopefully, will give Mystic Eats a boost.

We had a great response to the New Haven Register Giveaway.

Parking map is now available for all to use, we will adjust accordingly for individual events.

Kent – Happy with roughly 8k views a month on the Downtown page. Besides the homepage, ThisIsMystic, its the highest visited page for us.

The traffic is there so business owners should be sending Kent your news and promotions.

Brochures have been distributed all over in big welcome centers, little info centers, all the Groton hotels, and will make their way to the Big E.

Mystic Eats:

Weather looks good.

Still need volunteers.

There will be a contest for best photo.

Maps have been distributed.

Ads have gone in The Day, The Sun, and on the radio.

Still in talks with Thames Valley about getting tv's for Sunday.

Sunday there will be a big cornhole tournament. Get people to sign-up. The check-in is at 11:30.

A wedding party staying at the Whaler's has pre-purchased 1,000 tickets.

Activities will include: cornhole in the beer tent (other than tourney), henna artist, chair massage, karaoke, escape room, stilt walkers face painting and a selfie booth.

Pirate Invasion:

Argia lined up to make mid-day invasion.

Stephanie is in charge of bootie.

Friar Tucks would like to participate.

Also will have an escape room by Mystified for this event.

Small Business Spotlight:

Still going on through the winter months. Karma Kitchen was this meeting's winner. Congrats, Liz!

Other business:

Thames River Innovation Place – Ignite Programs:

Groton has won an award which provides seminars on how to build your business. They are free on the Pfizer campus for any business owners.