

DMM Meeting  
November 1, 2017  
Harp & Hound

Attendance:

Meredith Fuller running meeting. Kent, Al and Amy not present.

Many new faces including Elyse & Jen from Dress Boutique and Chris from Murphy's Barber Shop + Social Club.

Chris's new shop is across from Mbar. He's open and serving customers 7 days a week.

Paint the Town Pink:

Not as profitable as other years. Next year will have to be sure the pink flags go all the way down the east side of Main St. to the Soap Emporium.

Mystic vs Maria:

Successful. Had great auction items and a nice turnout. Final fundraising tally not determined as of yet, somewhere around \$2500. Donation items need a way to reach PR.

Restaurant Week:

Nov 6-12. Posters available. Long list of participating restaurants. Prix fixe meals: lunch \$17, dinner \$20.17. May change it to February next year, as we could use the surge then. "Cabin Fever" as a possible theme.

Shop Small Saturday:

Santa has been hired. He will arrive by tugboat at 2pm. Each family who visits him will receive a 'swag bag' with coupons for downtown deals/specials. Contact Kristin if you'd like to add something.

Thames Valley Communication doing a craft table but anyone is welcome to plan an activity and participate.

There are sponsorship opportunities. Tree lighting at 6:00pm.

Boat parade at 6:15pm. We need boats.

Tell Rita and you can have an elf or solider stop by your business.

Dress Boutique would like to be a central location for SSS with raffles, reach out to them to connect.

December:

12/5 - Holiday Stroll - Request to keep shops open until 9pm. Volunteers needed from set-up/clean-up of candles. Contact Kristin or Al.

12/10-12/24 - Brainstorming on how to bring more people into shop the two weeks leading up to Christmas. Perhaps an ice sculpture contest. More Ugly Sweater competitions at restaurants. Candy Cane Friday with gift wrapping set ups and a donation box.

Downtown Promotion:

Westerly Sun is getting at least 12 businesses to participate in a contest. To enter, the cost is \$300 and also a gift card valued at \$50. With this you get 3 ½ weeks of promotions, and potentially 1,000 or so emails to add to your email list. Contact Theresa Mullin for more info. [tmullin@thewesterlysun.com](mailto:tmullin@thewesterlysun.com)

First Friday:

Curated and Mallove's have been attempting an organic reach; however, come spring, DMM will launch a marketing campaign. Would love to make the first Friday of every month a day for visitors to remember that downtown Mystic is the place to be. Need many more merchants and restaurant owners to get onboard to have success. Salt will be participating this month.

Coastal CT Magazine:

Shared their campaign for Madison, CT. They're doing a series of features. 14 shops – 14 stories with a fixed cost per business. They have 186,000 digital followers and come out quarterly. There is a 1/3 of a page print reinforcement with this package.

Nominations:

Nominate someone you think would be a great addition to the board. There will be 3 open seats for next year. Email nominees to [downtownmysticmerchants@gmail.com](mailto:downtownmysticmerchants@gmail.com). Put 'Nominations for Board' in subject line. Or just contact a board member or officer. Nominations will close 11/21. Online voting begins 11/22. Voting end 12/4. Hard copy ballots at 12/6 meeting and final tally/winner announced.

Next meeting:

DMM Annual Meeting. Wednesday, December 6 at DPI at 9am. Elections will be held.