

DMM meeting
DPI
December 6, 2017
9am

Last month's minutes: Approved

Old business:

Santa Tug Boat/Boat Parade – successful day. It was the most traffic on our downtown site that we have seen. Great Santa this year; good for businesses.

Fountain – Ann Esposito and a couple others have beautified the fountain in front of Bank Square Books. They'd like to continue the project throughout the year. They'll be looking for donations come spring. Issue with not having water at the source. Spout near Green Marble. Thoughts to incorporate a local landscaping company who will 'adopt' a season and receive onsite signage for the sponsorship.

Year in Review:

A large focus on marketing. We have had national recognition in Yankee Magazine, on Trip Advisor, and in the Boston Globe as a Foodie Destination. We also were a winner in The Day's Best Of.

Our small business spotlight will continue.

We have had many new storefronts open. We raised money for Puerto Rico relief. Our ticket sales for Mystic Eats were up 28%.

Created more awareness, overall, for downtown.

We will be saying goodbye to 3 officers:

Al Valente – President

Abbie Finan – Treasurer

Heather Gianacoplos – Secretary

Looking forward:

Focus on more merchant participation. Face to face invitations to attend meetings. Range of meetings – keeping social meetings in the rotation. Reaching out to non-merchants in the downtown footprint (financial advisors, oil and insurance companies, etc)

New business:

Board of Directors nominated and elected. Welcome: Patti Murphy from Salt, Mary Davis from Mystic Massage and Heather Gianacoplos from Mallove's of Mystic & Randall Realtors.

Sharkfest – could be an all-day event on the river. The finish line will be at Prestige which leaves great opportunities for us as far as having a beet shed set up. Jaws on the green for movie night. Many ideas to expand upon in 2018.

Snowflake Social – committee and meetings to begin soon. Will determine a place, a name, and date.

Next Holiday season – making every Saturday in December 'small business Saturday'. More of a DMM focus on holiday shopping. Luminaries every weekend. A bigger, better festive feeling.

Next Meetings:

Board Meeting – Joint meeting of new & old – December 27, 2017, DRWB24, 5:30pm

General Meeting – January 3, 2018, DPI, 9am

Meeting Adjourned.

Have a wonderful holiday!