

Downtown Mystic Merchants
General Meeting
April 4, 2018
9:00 am
DPI

Attendance:

Meredith Fuller, This is Mystic.com / President, DMA/ Mystic River Day

Heather Gianacoplos, Malloves, Randall Realty / Chairman of the Board DMA

Emily Milano, Shutters and Sails / VP Board DMA, Mystic Eats Coordinator

Kristin Hartnett, GMCC / Secretary DMA

Patty Mainville, The Rose / Board DMA

Patti Murphy, SALT / Board DMA

Stephanie Marshall, Tidal River, Trove / Board DMA, Spring Stroll, Pirate Invasion

Al Valente, Jet Pay, GMCC Chairman of the Board / DMA Past President

Maura Blaney, CMB Creative, Mystic Eats Marketing, Volunteers

Courtney Moore, CMB Creative, Mystic Eats Coordinator

Chaz Elliot, Sun Media

Betty Smith, GMCC Foundation

Sam Eisenbieser, Town of Groton EDC

Anne Esposito, Cliffside Guesthouse

Jeff Juneau, Shutters and Sails

Briell Lebois, Chapter One

Donald Ladd, Black Dog

Rebecca Angelastro, The Day

Matt Beaudoin, Mystic Knotwork / Mystic River Day

Ken Richards III, Westerly Ambulance

Deborah Kollmeyer, Adore

Jeff Jodoin, Adventure Co Mystic (Paddle Mystic) / Mystic River Day

Bill Ferguson, Mystic Museum of Art External Affairs

Special Announcement:

DOWNTOWN MYSTIC MERCHANTS GENERAL MEETINGS CHANGE!!!

The Board has voted to change to QUARTERLY GENERAL MEETINGS starting next month May 2, 2018. See below details.

The Board will continue to meet monthly.

The Quarterly meetings will be longer, will have a social part to them, and we hope to get more participation from them.

NEXT DMA MEETINGS:

MAY 2, 2018 @ CAPTAIN DANIEL PACKER INNE 6:00 PM – 8:30

Socializing 6-7, Meeting 7 -?

Some Food and drink provided but full menu also available for purchase.

AUGUST 1, 2018 @ MYSTIC MUSEUM OF ART

8:30 AM – 10:00 AM

Socializing AND a Meeting

Some coffee and refreshments provided

NOVEMBER 7, 2018 @ AVAILABLE TO BE HOSTED!

Night meeting preferred contact Heather Gianacoplos or Meredith Fuller at downtownmysticmerchants@gmail.com

Why?

The bulk of the work will be done for DMA in the committees, and at the Board Level. Participation is still encouraged through phone calls to Board members, chairing or helping with a committee, reading the Emails and perhaps a newsletter being published with inside news. We are trying to find ways to be more efficient and use our dedicated time to more outreach and communication among the merchants as well as being together planning the things that make our Downtown shine.

A social meeting may get more ppl, and revolving mornings and evenings can reach more. Contact us at downtownmysticmerchants@gmail.com or any Board Member for questions and concerns! Thank you for your participation and dedication!

Betty Smith from GMCC Foundation, the 501c3 giving arm of the GMCC. Their project is wayfinding signage and the information booth on Main Street. In Front of Bank Square Books.

See attached

Signs have consistent coloring for visitors find way to more, including a downtown kiosk.
Kiosk private undertaking private land, approval.

Questions are: Who owns and maintains kiosk? Is it pay to play? Town of Groton is also working on a kiosk. Sponsor signage will likely be supporting non profits, not purchasing sponsors so no one business can stand out.

It'll need Volunteers. Chamber will very likely staff it.

Mystic Rotary will be involved. Foundation will do a capital campaign. Betty and Bill already sit on the committee for TOG wayfinding.

No other kiosks in the region are planned.

But there will be lots of signs, which don't have approval yet from all the players (casinos, omv, Town of Groton, Town of Stonington.)

More regional bent. Better understanding of the whole region.

Symbiotic relationship would be better. DMA wants to stay in the discussion.

Greater Mystic Chamber of Commerce Mystic Dollars relaunch - See Attached GO LOCAL Program

GOING TO electronic cards,

Sponsorships available but not required:

Principal = \$3000 (logo on Sleeve) , Preferred = \$50 (heightened advertising), Participation = free with membership

Get locals back in downtown, money goes right into a merchant's bank account, no waiting for reimbursement. Charge for visa/mc same. Cards not reloadable.

Rita wants a list now so please consider. Membership in GMCC is required for individual businesses to participate.

OMV has committed, for 3 years, for \$3000.

Downtown Mystic Merchants are encouraged to do the same.

Ann Esposito corner fountain beautification. Garden Club couldn't do it.

Local landscapers \$7500 donation. 39 plants are being planted. The challenge Will be to maintain it. Watering will be a huge issue. Expandable hoses. Each merchant will be hit for a donation by Ann. Other spots garden club is not willing to take on. Need 1 or 2 more ppl to join the committee to help her to tend the garden throughout the seasons.

Snowflake Social fundraiser/party

Took in more money than last year. \$80! This year we paid for a DJ, \$600 shy of last year profit. Over \$6000!

Different venue each year.

Thank you all who helped with the Snowflake Social this year! Cheryl Robdau and Rod Desmaris for hosting at DRWB@24! Our sponsors: Whaler's Inn, Tidal River Clothing, The Spice and Tea Exchange, Grover's Insurance. Silent Auction Donors: Tidal River, Mystic Whaler Cruises, Whalers Inn, Sails Up for Cancer, Mystic Harbor Cruises, Mighty Swell; and our 2018 Snowflake Team: Amy Munoz, Kristin Hartnett, Meredith Fuller, Heather Gianacoplos, Patty Mainville, Mary Davis, Cheryl Robdau and Hanna Floral for donating the flowers at the last minute!

Spring Stroll May 5, second request contact Stephanie Marshall of Tidal River. Tidalriverclothing@gmail.com the amount of participating will determine the advertising budget. A request came in to treat the stroll more like the Holiday Stroll – At this point, Individual merchants are encouraged to use their network to promote an event or activity ie: Tidal River invites families down and has crafts all day on a table outside, making it not all about discounts.

This type of attracting/theme can be taken further in Spring Stroll committee for next year.

Mystic River Day, July 8th in tandem with the Shark Swim.

Field day games in the park, non profit booths. Stand up paddle and kayak race, awards ceremony and a mermaid! Remain downtown extended happy hours! with a map. Shark Swim is no longer donating the \$1000 to DMA for volunteers. It is going to the boy scouts. So while we are off the hook for volunteering, we are left wondering what kind of promotion we'll get from that organization. We're hopeful, Matt & Meredith are receiving offers to be on the map. Reach out to your social audience, high school swim teams, let them know this event is taking place.

Mystic Eats

See Attached

Sponsorship brochures are ready.

Mystic Eats beneficiary is the Giving Garden at the Denison Pequotsepos Nature Center's Coogan Farm.

Announcements from the floor:

Senator Heather Somers

We are going through the Budget process at the exec branch of Gov't and I wanted to let you know about a \$400 m tax increase in these places:

The Hotel tax, gas tax up to 7 c more. Hotel tax is highest in country. Part was originally going into tourism and part of the casino slots also going to marketing but it is not a dedicated budget line so it does not go back into marketing.

As well they are planning on upping minimum wage to \$15/hr,

Para professionals are a set standard above the minimum, so if that raises, then those types of businesses would be affected.

Matt from Knotworks says - as minimum wage climbs the people who've previously been promoted end up making the same.

Taxing paid family leave 3 employees or less,

Additional payroll tax, and a payroll tax to fund the dept of labor.

They are Looking at increasing mill rate added to second homes.

Legalization of marijuana is being looked at as a solution for the opioid crisis but that might not get out since we have such a small...

Good things are:

Decrease tax on boat sales here in ct. Ri doesn't tax on boats, gas and slips. So we are losing boat sales to RI. They are working on Increasing brewery limit since there are 4 in her district. Cant sell a full case of beer right now from a brewery.

Large brewery Trillion in Boston is looking at opening in N. Stonington.

Included in that law change would be Farm to table - right now they can't sell direct Incrementally is how things get changed at the capital.

Nursing homes will be highly effected.

Training thru EWIB to get a \$25 hour job. If it goes thru we're trying to push it to two years out. Send me an email so I have ammunition.

Heatherssomers@gmail.com.

Heather's been working with Developers on parking issues infrastructure, signage needs to be changed. Mystic Seaport is changing their brand to Mystic Seaport Museum.

Sam Eisenbeiser, Town of Groton Economic and Community Development

Aquarion will be doing work on High street and Academy lane at the base of high and Rte 1 tying up traffic; contact Aquarion if there's concern.

Aquarion Water Company of Connecticut 349 Mistuxet Avenue (860) 536-8652

Check out the website for Groton ec dev there are small business resources, business attraction, telling story of our area. EB new hires want to get a sense of the area we are promoting it "explore moregroton.com" Get on the emailing list keeps you up to date on issues effecting business. Video is great! Shows how great the region, and downtown mystic. Good for attracting businesses and visitors alike.

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Join our closed Facebook group for announcements and communication – Downtown Mystic Merchants

Add your events to our calendar thisismystic.com/events/community/add

Meeting adjourned 10:20 am