

DMM General Meeting
February 6, 2019
The Mariner West Main Street, Mystic
9:00 am

Current Board DMM 2019

Meredith Fuller & Kent Fuller, This is Mystic: President
Heather Gianacoplos, Pequot Commercial, Chairman of the Board
Bill Ferguson, Mystic Museum of Art, Vice President
Amy Munoz, Whaler's Inn, Treasurer
Kristin Hartnett, Greater Mystic Chamber of Commerce, Secretary
Mary L Davis, Mystic Massage
Patty Mainville, The Rose
Patti Murphy, Salt
Ricky Au, Samurai Noodle
Jeff Jodoin, Mystic Adventure Co

Marketing Team under annual contract

Rita Rivera, Love & Pop Designs – graphic design, social media, etc.
Meredith & Kent Fuller, Thisismystic.com – website maintenance and downtown presence on web
CMB Marketing, Courtney Moore & Maura Blaney – Mystic Eats marketing & organization

About Town:

- Carved wooden welcome sign that's usually on Route 1 coming into town is not missing, it is under restoration by the Town of Groton...
- Also in that area of "blight" the jersey barriers are not permanent...
- Town of Groton Beautification Committee is starting please contact Rachel Franco if you are interested in participating. 860-572-1619...
- Harry Boardson from Seaport Marine development is going to Town of Stonington next week for permitting.
- Mystic Soup Co is adding a location on Cottrell Street
- Town of Stonington is talking about making Cottrell Street one way Al Valente will keep us updated on hearings for this issue. If you have questions or comments contact him AlValente@jetpay.com
- SIFT is adding seating, parking, and tables in their huge addition on the current property

Speaker 1

**Chris Regan from Olde Mistick Village – 'Sea Mystic' Billboard campaign
Asking \$25,000 from DMM to be a player
Chairman of the Greater Mystic Chamber of Commerce Foundation**

Tourism spending is 1.9 million for the entire state. There is a proposal in legislation that gives the state 32 mil from the hotel tax budget line. Some will go to arts and culture 15.9 million

dollars for tourism. We need your support for this proposal, please contact your officials and support this. Right now the money is being used for other things, not for marketing. The Greater Mystic Chamber of Commerce foundation has been reformed, this is a 501 c 3 which can do more for businesses and is able to apply for grants, etc. as a charitable organization. Olde Mistick Village, Mystic Seaport, Mystic Aquarium are each putting in \$25,000 to launch a Billboard campaign. Fairfield, and New Haven is the goal, with Springfield, MA being a secondary goal if we have more \$87, 000 committed so far. We are hoping for matching funds from the state. Talk to the hotels, marinas to form a public private partnership. Total 250,000 goal with matching funds...

(Shows example of billboards, "sea mystic" campaign.

Todd Brady Coastal Funding/ Former chairman of the board dmm: I am for a closer alignment with the chamber and this is a good opportunity to do it. DMM was created for DMM but DMM needs to consider the chamber and because we only have volunteers we could use the help. We'll have more of an impact if we work together.

Rita Rivera, DMM Marketing: Who owns seamystic.com? Exit 90 used to but now the chamber foundation will. Exit 90 was a collaboration between all factors and attractions of Mystic. It worked when it worked. Rita is happy to work with the foundation to make sure the mystic.org and the seamystic.com is tied to the billboards. Anything besides billboards? It depends on the money. The billboards will be up for ~~7 months~~ (**correction: 4 months**) we are hoping to launch by February 19. DMM deadline is in two weeks. A commitment and half of the money would secure DMM their own billboard. Anticipating an April launch date...**Contact Chris Regan** 860-625-4298 christophregan@sbcglobal.net

Mystic Irish Parade

MysticIrishParade.org

Laura Capshaw Kramer:

March 24, 2019 save the date postcards available for your guests, several events taking place including a meet and greet with grand marshall, Fritz from Stonington at the Mariner...to participate and sponsorship levels...mysticIrishParade.org Also there's a silent auction at the fundraising dinner if anyone wants to participate in that, contact Laura lcapshaw@ctmmedia.com 860-415-9387

CTM Media regional map:

CTM Media distributes these maps in Springfield and Boston, up and down 95, in ferry terminals and train stations. There are current advertisers but downtown could have its own box if you pooled your resources. Contact Laura Capshaw Kramer at lcapshaw@ctmmedia.com 860-415-9387

Speaker 2

Keith Brynes from Town of Stonington representing the Stonington Resilience plan. Town is working with Conway school which is an ecological school of design consulting with communities...2017 coastal resilience plan looked at ways town can plan for rising sea levels....raising the rail line with flood gates underneath...living seawalls, bite sized solution. Conway and the Town of Stonington need input from community, there will be another public

meeting will be at the end of Feb. For more info on the studies look to:
mysticinterventions.com...Coastal Resilience plan is on Stonington website...

General Meetings resuming monthly at DPI 9 am First Wednesdays. Quarterly evening meetings will be scheduled too. Next meeting March 6, 2019

New Board Members:

Welcome Jeff Jodoin of Mystic Adventure Co as new board member of DMM
Bill Ferguson of Mystic Museum of Art is new board member and has agreed to be Vice President.

Holiday Stroll recap:

Was very successful, excellent weather.

Busy for businesses.

Holmes Street, no lights and the cars block the view of the luminaria. More activity needed down there, like carolers, etc. Next year we'll be sending out forms for participation for map and guide...

New event Sip of Mystic Feb 21 6:30 at the Mystic Museum of Art...

hyper local beer and wine tasting fundraiser to fund downtown marketing and events like Mystic Eats and Pirate Invasion.

replacing Snowflake Social

social media has been a hit...

[buy tickets online \\$49 here](#) (\$55 at door)

Adore is working on **Spring Stroll idea** - flower shaped tokens customers get from a purchase can be turned in for spring bouquets...Spring Stroll is May 4,2019

Is anyone interested in a **street clean-up day** together in the spring? Not a lot of response...

Cheryl from drwb@24 says, I'd like to talk about funding for clean up once a week would be preferred...beautification committee might be good for that...

Jeff Jodoin says there's an organization called Trash Talk which organizes trash pick up days.

Also suggested were volunteers from the Coast Guard and Navy and the Grace Baptist Church.

Mystic Eats

Chair of committee needed. Team meeting coming up in march...

Marketing:

Rita

We are updating thisismystic.com which is where all our traffic goes, everyone in town gets a free listing on the downtown page, so make sure you are on it, contact Rita or Meredith or Kent
meredith@thisismystic.com kent@thisismystic.com rita@loveandpopdesigns.com

Olde Mistick Village wall – we have one whole wall at the OMV visitor's center that the DMM pays for every year, then individual merchants pay for tiles on the wall, some of you need to

renew, and if you are interested in participating contact Bill Ferguson
development@mysticmuseumofart.org

MMOA parking lot parking rate is now only \$8! The end is in sight, first half hour will be free again.

Ann Esposito working on the **Bank Square fountain** could always use sponsors, she is reaching out to Grasso tech students who might help maintain it...Adore donated the hose reel, Densmore donated water, ? donated the hoses...

Meeting adjourned 10:03 am