

Downtown Mystic Merchants General Meeting
November 7, 2018
@ Samauri Noodle 5:30 pm to 7 pm

Welcome- Thank you for joining us for the final Downtown Mystic Merchants meeting of the year.

Thank you to Ricky Au and Samurai Noodle

WELCOME TO NEW FACES:

Anna Troiano from Adore
Kristin Brown from Ivory Ella
Drew Rogers - Barley Head Brewing
Chef Brett + Manager Phil from Chapter One

Downtown Mystic Holiday Stroll is December 4 6:00 - 9:00 pm
please inform your customers and share

<https://www.facebook.com/events/2150261818573933/>

Posters will be delivered November 28
OR see attached and print your own :)

New Business

- Central Hall is nearing completion- Eric Burns of Greylock Investments (project manager) of the Central Hall Building -scaffolding is to come down soon -held up due to a delay corbels fighting the weather to complete painting.

- **Some of retail spaces have been reserved and they have several interested parties for the remaining spaces, which should all be operational spring/summer 2019.**

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- The former Bank of America building was recently purchased by Bansley, Anthony, Burdo Law Firm with offices in Fairfield, New Haven and Groton. moving in to the building in December.

- **Friar Tucks moved to former [Voodoo Grill](#) location. Gary and the team did a beautiful job with renovations. Be sure to stop in and support the move to [Factory Square](#).**

- The Greater Mystic Chamber of Commerce's Restaurant Week is happening now [through Sunday](#) and will happen again in March

Nominations

- **Nominations for Board Members are open until November 27.**
- Look for email re:online voting In early December and scheduled to close online voting on January 1st.
- **Paper ballots will be available at the annual meeting on January 2nd, top floor DPI at 9am**
- Please email nominees to downtownmysticmerchants@gmail.com. Put 'Nominations for Board' in subject line. Or just connect with us after the meeting.

Mystic Eats

- **About two months have past since Mystic Eats and the committee has just wrapped up for the year. Sincerest thanks to all who helped with Mystic Eats this year! We had more than 100 volunteers who gave their time and energy. Thanks to the 20+ restaurants/vendors who set up shop on Cottrell all weekend long at the tail end of a busy summer season.**

- **generous sponsors helped raise the funds needed for our largest event of the year.**

- Lastly, a great big thank you to our mystic eats committee, a team who worked tirelessly for months ironing out [the kinks](#), piecing this event together, thank you to Emily Milano, Amy Munoz, Maura Paul, Courtney Moore, Heather Gianacoplos, Kristin Hartnett and Jackie Hewes for their efforts in keeping Mystic Eats going yet another year.

- **Amy, event chair, brief review of event –**

Mystic Eats – not a big profit year, since it rained two out of the three days

We're looking for a new chair for 2019

Donating \$1000 to giving garden, approx \$500 from bar tips, we're matching that

Pirate Invasion

- brief review – record numbers at the pub crawl, successful event
- Funds raised for Terri Brodeur Breast Cancer Foundation? About \$420
- Thank you to the committee Stephanie Marshall, Sandra Chapman, Laura Capshaw

Paint the Town Pink Review

- **Thank you to Matt and Jill from Mystic Knotwork for their donation of 15 new handmade flags to line the street with and decorating the bridge house with the pink ribbon in honor of breast cancer awareness.**

Fountain Project

- Bank Square Fountain project donations from: Adore, The Rose, Lighthouse Bakery, Catherine M, [Big Y](#), Mystic Soap Emporium, Steamboat Inn and Tidal River
- There were donations of Mums, pumpkins, gourds and funding for spring bulbs which were just planted.
- Thank you to Anne Esposito and Sandra Chapman for taking this project on and keeping it so picture perfect. It really is the centerpiece of that intersection and wouldn't be without your efforts.

Shop Small Saturday will take place [on November 24th](#), the Saturday after Thanksgiving

- **The same day as the lighted boat parade**
- **You can register your business with American Express**

Holiday Stroll – December 4 - 6 pm to 9 pm

- Dine and donate at The Irons Nov 12
- Wrapping Station this year at [drwb@24](#)
- Santa visiting with children in Whaler's Inn
- Mystic Museum of Art not open that night at all
- New Banner cost will be split with Mystic Garden Club, GMCC doesn't charge for the week the banner is up and organizes the event, prints and distributes posters
- Please stay open [until 9pm](#)

New Event

- **DMM fundraising event to replace Snowflake Social**
- **Idea: local craft beer and wine tasting with food live music**
- **Venue and details TBA**

Welcome Committee – Heather

Handing out information, greeting new businesses, making sure people downtown know who does what, what DMM does and doesn't do. If you'd like to be involved let her know. We need volunteers to keep the mission going.

Marketing

Kent update - we want your content for thisismystic.com

- Downtown Mystic Merchants has a dedicated spot on thisismystic.com
- Downtown business listings are complimentary
- Submit your news, events, articles
- contact kent@thisismystic.com
- new business photos and general downtown media (photo/video)

thisismystic.com stats (10 month view, Jan - Oct 2018)

- Overall website pageviews are over 1 million (up 32% from last year)
- Downtown page is 2nd most viewed page (homepage is 1st)
- Downtown pageviews up 57% from last year

Rita update – OMV Ad board, (see attached) if you would like to be a part of this it is \$250 including printing. The board is updated every year. The DMM pays for the board and the merchants participating pay the DMM back.

Go Local campaign for the Holidays – GMCC and Rita will be pushing this so take the opportunity to sign up to accept the Go Local gift cards – GMCC Members only

Event Dates for 2019

2019

Snowflake Social February 21 (Th)

Spring Stroll May 4 (Sa)

Shark Swim/River Day July 14 (Su)

Sidewalk Sale August 16, 17, 18 (F, S, S)

Mystic Eats September 6, 7, 8 (F, S, S)

Pirate Invasion October 4, 5, 6 (F, S, S)

Holiday Stroll December 3 (T)

Next Meetings

- **Annual & Voting - [January 2nd](#), DPI 9am**
- **General meeting February 6 at New Bravo Bravo location**

Facebook Group

- **Please join private group if you haven't**
- **Search Downtown Mystic Merchants and request to join**
- **Great way to keep in touch between our quarterly meetings**
- **Opps to get involved**
- **Meeting reminders**
- **Important news**

Announcements from room

Why is sidewalk sale right after MOAF?

Clothing stores get their fall stuff in July

It always has been

MOAF is not a weekend we make money so recovering from that is part of the reason

Is spring stroll a sidewalk sale, I didn't realize it.

Deb Kollmeyer will help Stephanie with spring stroll next year

Marketing committee will discuss the strolls and their marketing

December 21 Make Music Day, Live Music Free

Saturday after Thanksgiving Small Business Saturday, same day as thousands come into town for the Santa Arrives by Tugboat + Lighted Boat Parade.

Bank Square Books does the theme “Indies First” for this day, it is usually the biggest day of the year, Independent Authors.

Businesses are encouraged to participate in the Small Business Saturday on their own, attracting their own clientele, not families. Call and talk to the representative of the campaign it is suggested, and they’ll pay attention to you specifically it is a national social media campaign. They have templates you can put your own ads into with their logo, a whole kit.

Bank Square Books suggests being open on New Year’s Day, Whaler’s Inn and Steamboat Inn agree, the hotels are full for New Year’s Eve and people are walking around.

2018 Board of Directors

President: Meredith & Kent Fuller - This is Mystic .com meredith@thisismystic.com
[/kent@thisismystic.com](mailto:kent@thisismystic.com)

Vice President: Emily Milano - Shutters & Sails - emilymilano@shuttersandsails.com

Chairman of the Board: Heather Gianacoplos - Mallove's of Mystic -
heatherg@pequotcommercial.com

Treasurer: Amy Munoz Whaler's Inn amy@whalersinnmystic.com

Secretary: Kristin Hartnett - GMCC - kristin@mysticchamber.org

Stephanie Marshall –

Tidal River / Trove

Patty Mainville –

The Rose

Ricky Au –

Samurai Noodle Bar

Patti Murphy –

SALT Press + Shop

Bill Furgueson –

Mystic Museum of Art

Present at meeting:

Sandra Chapman

Steamboat Inn

Matt Beaudoin

Mystic Knotwork

Jill Beaudoin

Mystic Knotwork

Liz Alina

Karma Kitchen

Jeff Jodoin

Mystic Adventure Co

Chaz Elliot

Sun Publishing

Maura Blaney

CMB Creative Group

Courtney Moore

CMB Creative Group

Al Valente

Former DMM President, Chairman of the

Board Greater Mystic

Chamber of Commerce, Jet Pay

Annie Filbrick
Cheryl Zamzes

Bank Square Books
Catherine M