

DOWNTOWN DOVER PARTNERSHIP MARKETING AND PROMOTIONS COMMITTEE COMMITTEE MEETING

AGENDA

January 14, 2009 – 8:00 AM – Kent County Tourism Conference Room
435 N. DuPont Highway (302-734-1736)

1. Welcome
2. Agenda Additions/Deletions
3. Merchant Survey Results/December 6th Holiday Event
4. Discussion/Work Assignments for Upcoming Events:
 - Retail Seminar, February 3
 - St. Patrick's Day Parade (expand?), March 14
 - Spring Fashion Show, Late March to Early April
5. Marketing Strategy and Ideas (from Strategic Planning Session):
 - Communication Channels to Wesley, BayHealth, State Employees, City Employees, etc.
 - Walking Tour Proposal Update
 - Attracting the Sunday After-Church group to shop and dine for lunch
6. Open Discussion

/bj

Next Meeting Thursday, February 12, 2009

THE AGENDA ITEMS AS LISTED MAY NOT BE CONSIDERED IN SEQUENCE. THIS AGENDA IS SUBJECT TO CHANGE TO INCLUDE THE ADDITION OR THE DELETION OF ITEMS, INCLUDING EXECUTIVE SESSIONS.

Marketing and Promotions Committee Mission Statement

Will work to create a positive image for the downtown Dover area by promoting the downtown area as an exciting place to live, work, shop and invest.