



# **D O W N T O W N** **Newark Partnership**

## **Merchants' Committee Meeting**

**WEDNESDAY, FEBRUARY 1, 2012**

**8:15 AM**

**LOUVIERS FEDERAL CREDIT UNION  
APPLE & ELKTON ROADS**

- 1. Opportunity for businesses to raise issues for Committee discussion.**
- 2. Review of minutes of Merchants' Committee meeting held 01/04/2012.**
- 3. Discussion regarding:**
  - Holiday Advertising and Promotions**
    - A. Ad Campaign/Gift Card Give-Away**
  - Restaurant Week – January 23 – 29, 2012**
  - Wine & Dine Downtown – Register to Win – March 31, 2012**
- 4. Other**
- 5. Next Meeting Date – Wednesday, March 7, 2012**
- 6. Public Comment.**

**The agenda may be changed by motion of the Merchants' Committee.**

**/mfr**

## **Goals and Objectives for 2012**

1. Develop and distribute a Welcome Packet for new businesses. Make the Welcome Packet available on-line.
2. Create a 2013 Special Events Refrigerator Magnet Promotion for distribution to all downtown businesses, new homeowners, and all downtown events.
3. Promote merchant participation in existing community and special events; assist the Events Committee, UD, and the City, with new special events to bring families to Newark including, but not limited to:
  - a) Restaurant Week
  - b) Newark's Wine & Dine Downtown
  - c) Newark Day
  - d) Food and Brew
  - e) Newark Film Festival
  - f) Community Day
  - g) Taste of Newark
  - h) Pink October
  - i) Halloween Parade and Trick or Treat Main Street
  - j) Expanded Holiday Promotions
4. Develop an advertising program for the summer (August) to promote downtown Newark as a shopping and dining destination, including information about the Downtown Newark Gift Card Program.
5. Develop an advertising program for the Holidays to promote downtown Newark as a shopping and dining destination, including information about the Downtown Newark Gift Card Program.

## **On-going work within our mandate:**

1. Provide an opportunity for any Newark business to raise issues of concern for discussion at every Merchant Committee Meeting.
2. Maintain the block captain system, and complement it with the DNP E-News You Can Use E-Newsletter, to ensure that information is provided to every downtown Newark business in a timely manner.
3. Report all merchant concerns to the Downtown Newark Partnership Board or appropriate authority.
4. Represent the merchant community at public meetings when needed.