

**DOWNTOWN NEWARK PARTNERSHIP**

**MERCHANTS' COMMITTEE  
MEETING SUMMARY**

**WEDNESDAY, NOVEMBER 2, 2011  
8:15 A.M.**

**LOUVIERS FEDERAL CREDIT UNION  
185 Elkton Road  
Newark, DE 19711**

**Committee Members Present:**

Kay Snelling, Chairwoman, Gecko Fashions  
Robin Burgess, Chesapeake Publishing  
Julie Keppel, Blue Hen Lanes  
Eric Nelson, University of Delaware  
Faith Simpers, Louviers Federal Credit Union  
Cari Woolf, Moxie Boutique

**Committee Members Absent:**

Nic DeCaire, Fusion Fitness  
Denise Hartranft, Village Imports  
T. Michael Ferguson, Wilmington Trust Company

**Guests Present:**

Pat Birchenall, Newark Library  
Justin O'Neill, TD Bank  
Amy Eschenbrenner, Blue Hen Bed and Breakfast

**Staff Present:**

Maureen Feeney DNP Administrator  
Mike Fortner, Planner

Chairwoman Kay Snelling brought the meeting to order and Ms. Feeney Roser introduced Mike Fortner who will be providing staff support to the Committee over the next several months while the Planning and Development Department is restructuring.

The first order of business was an opportunity for businesses to raise issues for the Committee's discussion. There were no issues to raise, however, Mr. O'Neill, new Branch Manager of TD Bank on Delaware Avenue, and Ms. Birchenall from the Newark Library introduced themselves to the Committee.

Next, the Committee reviewed the Merchants' Committee meeting minutes held October 5, 2011. On motion by Ms. Keppel, seconded by Mr. Nelson, the minutes were

unanimously approved as sent. Special thanks to Jennifer Galt for supplying the meeting summary for us.

Next, the Committee talked about the Merchants' Committee Work Plan. A draft was provided in the meeting packet. The Committee felt that the Work Plan was comprehensive but that we should add an objective under the goal of opening and maintaining communications to embrace Elkton Road businesses and encourage them to participate in Downtown Newark Partnership activities and events. Also Newark Nite should be changed to Newark Day and we added a new Item H for the goal of establishing programs, publications and events that will make downtown Newark a destination for the local family and add Pinktober events. With these changes in place, Mr. Nelson moved that the 2012 Work Plan be approved. This motion was seconded by Ms. Snelling and passed unanimously.

Next, the Committee talked about the Halloween Parade – there were no comments regarding it.

Regarding the Holiday Ad Campaign, Ms. Feeney Roser reported that \$1,800 had previously been donated to the Ad Campaign. Ms. Snelling provided her check at the meeting and Mr. Nelson indicated that the Apple Authorized Campus Store would also participate. There was some conversation regarding a holiday movie sponsorship. Ms. Simperts indicated that Louviers Federal Credit Union may be interested in sponsoring the movie on December 17<sup>th</sup>, depending on what it was. Ms. Keppel indicated that she would check with the movie theater early next week and let us know if there is anything new to report on this December 17<sup>th</sup> movie.

Next, the Committee talked a little bit about the Gift Card Give Away. Ms. Woolf asked for a PDF of the gift card promotion information which will be supplied once the promotional materials are ready. The Committee also discussed the Holiday Store Front Decorating Contest. More information will be provided at the next meeting but judging will not take place until the week after Winterfest.

The next Committee meeting will be on **December 7, 2011**. Mr. Nelson indicated that Ms. Galt may have some interesting information about a December 21<sup>st</sup> event to share at that meeting.

There being no further business, the meeting adjourned.