

Annapolis Partnership

Promotions Committee Meeting

“The Promotions Committee brands and promotes Downtown Annapolis as a vibrant destination by promoting assets to residents, visitors, investors and others through special events, retail promotion, and activities that improve the way the district is perceived.”

Present: Alicia Moran, Laurie McDonald, Amy Fresty, Melanie Murphy, Heather Skipper, Jim Morrison, Rita Siprak-Weill, Sean O’Neill, Judy Buddensick, Doug Smith, Fern Elliott, Ken Fischer, Jane Gilleland, Lisa Thompson

The Organization Committee reviewed the list of core competencies (basic, intermediate/ advanced) and concluded there were several items the Partnership hadn't addressed to date. They are as follows:

1. Develop, approve and publish a balanced annual calendar of promotional events that includes a mix of special events, retail, and image events.
2. Evaluate promotional events, including information on number of attendees and impact in reaching program goals.
3. Review current media resource list.
4. Create a downtown business directory
5. Conduct downtown image development activities including:
 1. Identifying downtown’s assets
 2. Compile information about the marketplace
 3. Analyze data
 4. Match assets with market niches
 5. Write a positioning statement
 6. Conduct image advertising (Examples: newspaper, radio, TV, direct mail ads)
 7. Develop collateral materials (Examples: entrance signs, banners, shopping bags, buttons)
 8. Develop media relations (Examples: media kits, press releases, press reception for major projects, TV, radio and newspaper interviews)
 9. Develop image-building events (Examples: downtown progress awards ceremonies, ribbon-cutting for new projects, “before and after” renovation displays)

The Committee had a lively discussion and built consensus on focusing on the following initiatives first.

- Evaluate promotional events, including information on number of attendees and impact in reaching program goals. Identifying program goals will also be critical in the future so the Committee can evaluate success.
- Creating a balanced annual calendar of promotional events that include a mix of special events, retail and image events was discussed. Ideas included loyalty card programs for

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frequent shoppers and parking; window decorating competitions that coincide with restaurant promotions, i.e. Oyster Week, April in Love event — I “heart” downtown Annapolis, expanding 1st Sunday across the District, Flea Market, etc.

- The lack of a complete list of downtown merchants is recognized and the Committee will assist in its creation if needed. Other Committees are also working on gathering this information as well and can be used by the organization in the future for all programs.
- The theme "Be Local" should be prevalent in all our initiatives not just on Small Business Saturday.
- The dates for Midnight Madness were agreed upon to be December 1 and 8.
- The Committee wanted to discuss Eleventh Hour more before moving forward.

Next Meeting is May 10, 2016 at 8:30 am, 30 West Street