

## Northville DDA - Marketing Committee

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### AGENDA

Thursday December 7, 2017

Meeting Room A – 8:45 am

- 8:45 – 8:55
  - 1. PR & Marketing efforts for November and December
    - A. November PR Summary (Attachment 1.A)
    - B. November Stats and Measurements (Attachment 1.B)
    - C. Upcoming PR & Marketing for December
- 8:55 – 9:10
  - 2. Discussion on Special Events Insurance and Hold Harmless
- 9:10 – 9:30
  - 3. Recap of Special Events
    - A. Girls' Night Out – Mary Starring
    - B. Lighted Parade and Tree Lighting – Lindsey Butzin
    - C. Greens Market – Lindsey Butzin
    - D. Holiday Home Tour
    - E. Handcrafters – December 8, 9, 10 – Mary Starring
    - F. Santa in the Santa House
    - G. Storybook Windows – Dan Ferrara
      - i. Storybook Maps (Attachment G.i)
- 9:30 – 9:35
  - 4. Upcoming Events
    - A. Handcrafters – December 8, 9, 10
- 9:35 – 9:40
  - 5. Restaurant Guides and Inserts
- 9:40 – 9:50
  - 6. News from other Organizations
- 7. Next Meeting – December 7, 2017