

Northville DDA - Marketing Committee

AGENDA

Thursday, November 1, 2018

Meeting Room A – 8:45 am

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| 8:45 – 8:50 | 1. Meeting Minutes from October 4, 2018 (Attachment 1) |
| 8:50 – 9:00 | 2. PR & Marketing efforts for October <ul style="list-style-type: none">A. October PR Summary (Attachment 2.A)B. October Stats and Measurements (Attachment 2.B) |
| 9:00 – 9:15 | 3. Review of Recent Events <ul style="list-style-type: none">A. Witches Night OutB. Skeletons are AliveC. Streets of TreatsD. Tiny Pumpkins and Trick or Treat TrailE. Great Pumpkin Festival and Corn MaizeF. Halloween Hysteria |
| 9:15 – 9:30 | 4. Upcoming Downtown Events <ul style="list-style-type: none">A. Holiday Lighted ParadeB. Greens MarketC. Christmas in the VillageD. Santa in Town SquareE. Pancakes and PajamasF. Christmas Children's WorkshopG. Holiday Funtastic Night |
| 9:30 – 9:45 | 5. News from Other Organizations |
| 9:45 | 6. Next Meeting – December 6, 2018 |

Northville DDA – Marketing Committee

MEETING MINUTES

October 4, 2018

Meeting Called to Order: 8:47 am

Meeting Attendance: Shawn Riley, Amanda Barnett, Aleksandra Margene
Buckhave, Shannon Cocker, Stacy Lorence, Dan Ferrara,
Jennifer Luikart, Jean Micallef, Mary Starring, Sue Taylor,
Lori Ward

PR & Marketing Efforts for August and September

- Jeanne Micallef, IMJ Communications updated the Committee on recent activity and ad placement. Several Press Releases were distributed for Skeletons are Alive! and Scary Movies at the Marquis. DDA still waiting for an opening date from 160 Main, the new Italian Restaurant, before sending out the Press Release announcing their opening.
- Paid advertising in the 'Ville and Seen magazine. In addition ads were placed in the Detroit News and Free Press to advertise Skeletons are Alive! Boosted posts for Skeletons performed incredibly well.
- Copies of the recent ads were included in the Committee packets.

Review of Recent Events

- Riley updated the group on the Scars on 45 concert that was held on Sunday, August 26th at Geniit's Hole-in-the-wall. Sponsorship covered the concert and donations at the door went to Living and Learning Enrichment Center. Over \$1,200 was raised for the Northville Charity.
- Ward updated the Committee on Spectrum Fest. It appeared to have a slow start, but the evening really picked up. The event organizer, Living and Learning, were very pleased with the first year effort and outcome. Riley stated that this was the second event that allowed people to carry around beer and wine within the event boundaries and not be confined to a roped in area. Ward noted that the Living and Learning were very successful with their corporate sponsorship.
- Ferrara updated the Committee on the Heritage Festival. The event worked well for the Chamber in that it was a successful fundraiser for them. Ferrara has recently gone off of the Chamber Board and is going to be heading up a Committee to review the Heritage Festival and help to figure out what needs to happen in order for the festival to continue successfully. Ferrara will chairing several meetings to seek input about the community event. The first meeting will be held on October 15th. Ferrara will send an email out to those that are interested.

Use of Town Square:

- The DDA is now taking on the rental of Town Square. A new Town Square Use policy was developed for Town Square. The new Use Policy treats Town Square like a park pavilion. You can show up with no reservation and take your chance of using the Town square or you can reserve Town Square for a small fee and guaranteed that you will have access to the facilities. The cost of a full day use is \$100 and for 4 hours it is \$50. The DDA believes that making the rental process cheaper and easier will encourage more use of the facility. Throughout the summer there were regular yoga classes in Town Square. Ward hopes to see even more use with the new policy.
- Ferrara asked if there is signage planned to promote the use of Town Square rental. Ward said she would investigate having some signage made. Perhaps put an A frame in Town Square or on the Pavilion. Also Ward stated that putting our reservation information will alert people to the possibility of renting Town Square.
- All summer long there were fitness rentals in Town Square. Ward is hoping to work with the Northville District Library and Parks and Recreation to program the Square for additional events.

Upcoming Downtown Events:

- Skeletons are Alive will kick off on Friday, October 5th in Town Square from 6-9pm. Performance Edge Dance will start the evening with Zombie Thriller. Dale Hicks Band will play through 9:00 pm. The event will have 6 food trucks and other food/snack vendors. This year we will have face painters, stilt walkers, photo booths. The DDA is encouraging people to dress up this year. The event will have about 115 vignettes and about 150 skeletons overall. Every year the number grows. The skeletons are now expanding into the neighborhood. There was a suggestion that next year the DDA give residents a chance to sponsor a downtown skeleton.
- Witches Night Out will be held on October 19th this year. NCBA is trying something new this year by moving girl's night out to October. The weather will be better and there are a lot of activities happening.
- Streets of Treats – event held on the last Saturday morning of the month in the commercial downtown. The event starts with a parade through the downtown and then kids can trick-or-treat door to door to the downtown businesses. Merchants give out about 3,000 pieces of candy. A Northville Girl Scout troop will be handing out candy at the Skeletons are Alive event.
- Piano is installed in Town Square. The DDA is still working out some of the kinks of the project. Issues like whether the piano should be covered, signed. Taylor asked if the piano was going to be waterproofed. Buckhave suggested that the

DDA look at the Patio Plus store on 7 Mile for a tarp or cover. Ward mentioned that the Design Committee would like to see an awning built to protect the piano. Luikart commented that Mill Race Village gets frequent offers from residents looking to donate a piano.

News from Other Organizations:

- Lorence mentioned the new event in the area behind City Hall called Book Walk. The library is talking to Parks and Recreation about doing a second Book Walk in Ford Field this spring.
- The Art House has a new exhibit up through the month of October called “Patterns and Symbols: The Art of Hiroko Lancour”. There will be a First Friday open house on October 5th at the Art House.
- The Northville Township Fire Department has an Open House scheduled for October 14th from 10:00 am – 2:00 pm. There will be booths from all different organizations. Ward requested information to share on the DDA website.
- Mill Race Village has a new event coming up called Halloween Hysteria. The Art House will be partnering in the event, helping to paint pumpkins. They are also partnering with the Northville District Library to read the Tale of the Legend of Sleepy Hollow at Mill Race Village on October 28th there will be two readings.
- Mill Race is exploring other new programs like yoga, cardiac drumming, farm to table dinners, and theater in Mill Race Village.
- There was discussion on whether the Storyville project would return this year. Ferrara stated that it was under discussion and no decisions have been made. The NCBA will discuss.
- Holiday Lighted Parade will be held November 16 and the Greens Market will be held November 17-18 in Town Square.
- Tipping Point October 19-20 the Sandbox Play Festival will be held. All 10 minute plays.
- Miss Firecracker Contest is currently on stage at Tipping Point through October 14th.
- Chamber of Commerce annual meeting will be held on October 17th. The Citizen of the Year will be announced.
- Jazz at the Pointe is scheduled on November 3rd, new jazz artist that has not performed in Northville before.
- Holiday Home Tour is scheduled for November 16-17. Tipping Point is one of the stops.
- Parks and Recreation has two events coming up: Tiny Pumpkins on October 23 and Trick or Treat Trail on October 20th.

Meeting Adjourned: 10:03 am

Next Meeting: November 1, 2018 @ 8:45 am

Submitted: L. Ward 11/1/18

DOWNTOWN NORTHVILLE PR / ADVERTISING SUMMARY October 2018:

PUBLICITY:

Press materials that have been prepared & sent out in October 2018:

- 160 Main Opening
- November / December calendar

Upcoming press materials:

- Small Business Saturday & Holidays in Northville
- January /February 2019 calendar
- Los Tres Amigos opening

Press Coverage Received & Upcoming (Highlights/major press hits):

- October 3 – The Detroit News – Calendar highlight of the Skeletons coming to Downtown Northville
- October 12 – The Detroit News – Photo gallery of Skeletons in Downtown Northville
- October 17 – The Oakland Press – Photo gallery of Skeletons in Downtown Northville (online and print versions)
- October 25 – AmericaJr.com – photo gallery of Skeletons in Downtown Northville

SOCIAL MEDIA:

- Facebook ~ Continued to maintain the page, including daily posts on events and business announcements
- Twitter ~ Continued to maintain the page, including daily posts on events and business announcements
- Instagram ~ Continued to maintain the page, including daily posts on events and business announcements

PAID ADVERTISING:

- Ad in October issue of The Ville
- Ad in October issue of SEEN Magazine

UPCOMING PAID ADVERTISING:

PRINT:

- Half-page Ads in SEEN Magazine (reaches affluent communities and is mailed)
 1. November 2018
 2. December 2018

3. January 2019
 4. February 2019
 5. March 2019
 6. April 2019
 7. May 2019
 8. June 2019
- Quarter-page Ads in The Ville
 1. November 2018
 2. December 2018
 3. January 2019
 4. February 2019
 5. March 2019
 6. April 2019

October 2018:

FACEBOOK:

Weekly Page Update:

Page Likes: 9,783

New Likes: 172 (since last summary)

Monthly Total Reach: 32,743

Monthly Page Visits: 1,660

Monthly Post Engagement: 28,106

Organic Post ~ Save the Date! Greens Market Event (with event link)

Run date(s): October 28 (10:13 a.m.)

Reach: 4,053

Reactions: 103 (98 Likes, 4 Love)

Comments: 3 (on post)

Shares: 0

Post Clicks: 207 (other such as page title or “see more”)

Organic Post ~ Halloween Hysteria event (with photo)

Run date(s): October 25 (4:15 p.m.)

Reach: 3,471

Reactions: 17 (17Like)

Comments: 11 (3 on post/8 on share)

Shares: 15 (14 on post/1 on share)

Post Clicks: 110 (31 photo, 13 link, & 66 other such as page title or “see more”)

Organic Post ~ Photos from Skeletons Are Alive Launch Event (with photos)

Run date(s): October 9 (12:27 p.m.)

Reach: 6,163

Reactions: 254 (236 Like & 18 Love)

Comments: 17 (10 on post/7 on share)

Shares: 27 (26 on post/1 on share)

Post Clicks: 1,262 (612 photo & 650 other such as page title or “see more”)

ADVERTISING:

SEEN Magazine:

The DDA has placed ads in 12 issues of the magazine. SEEN Magazine’s readership is 158,000 and the magazine reaches 26,000 homes every month.

SUBSCRIPTION

- On average, Neighborhood SEEN reaches 26,000+ homes each month

- **DEMOGRAPHIC TARGETING**

- SEEN subscribers are affluent, aspirational and community-focused. They appreciate the finer things in life, favoring craftsmanship and quality over quantity, fine food, fine dining, fine clothing, and unique experiences.
- **NEWSSTAND**
 - Neighborhood SEEN on average, delivers 1,000+ copies to various coffee shops, book stores, airline clubs, bakeries, and hotels.

READERS:

- Median Reader Age – 46
- Average HHI – \$250,000
- More than 80% are included in the Top 20 wealthiest cities in Michigan list

The Ville:

The DDA has placed ads in 12 issues of the magazine.

The ‘Ville is mailed directly to every residential and business address – a total of nearly 21,000 – in the Northville Community, covering the 48167 and 48168 zip codes.

EXPERIENCE DOWNTOWN NORTHVILLE



Spend the day in **Downtown Northville** where you'll find AMAZING dining, UNIQUE shops, and EXCITING entertainment. You'll never want to leave! **downtownnorthville.com**



*Styles pictured may vary at locations due to availability/inventory. Pictured left to right: Adorn Fine Flowers; Simply Wine



JOIN US!

Skeletons are Alive in Downtown Northville



The Skeletons have arrived in Downtown Northville. Visit them through the month of October while you're in town for these **October in the Ville** events:

Friday, October 12 & Saturday, October 13 ~ Fall Fair Craft Show* ~ Friday 9 am - 8 pm and Saturday 9 am - 5 pm
~ Community Center (303 W. Main Street)

Saturday, October 13 & Sunday, October 14 ~ Great Pumpkin Festival* ~ Maybury Farm (50165 8 Mile Road)

Saturday, October 13, 20, 27 ~ Halloween Movies at the Marquis* ~ 7 pm ~ Marquis Theatre (135 E. Main Street)

Friday, October 19 ~ Witches Night Out ~ 5 - 9 pm ~ Downtown Northville

Saturday, October 20 ~ Trick or Treat Trail* ~ 4 - 6 pm ~ Recreation Center at Hillside (700 Baseline Road)

Tuesday, October 23 ~ Tiny Pumpkins* ~ 4 - 5 pm ~ Northville Community Center (303 W. Main Street)

Saturday, October 27 ~ Streets of Treats ~ 9:30 am - 12:30 pm ~ Downtown Northville

Sunday, October 28 ~ Maybury Farm Corn Maze ~ Maybury Farm (50165 8 Mile Road)

Tuesday October 30 ~ Dog Park Costume Contest* ~ 5 - 6 pm ~ Cady Street Dog Park (W. Cady Street)

Wednesday, October 31 ~ Trick or Treating ~ 6 - 8 pm ~ Northville Community

*Notes ticketed events

For more information on all fall events happening during
"October in the Ville," visit downtownnorthville.com

EVENT SPONSOR



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