

DONAGHADEE COMMUNITY DEVELOPMENT ASSOCIATION

Minutes of meeting of the Traders Sub-Group held in Pier 36 on Tuesday 20th August 2019

1. Attendance

1.1. Those present were:-

Denis Waterworth (Chair)		Ruth Hendry
Johanna Logan (Secretary)		Niki Kennedy
Kate Boyd		Terrie Mallon
Carol Ann Day		Karen McCullough

Apologies: Stephen Bailie, Karen Bolleboom, John Caldwell, Adrian Kerr, Bill Kirkwood, Tim McKee, Gary McNinch, Nikki Robinson, Sue Lindsey and Nina – Wells Tyres

2. Minutes of Meeting held on 25th June 2019

2.1 These were agreed following a proposal by Ruth Hendry and seconded by Denis Waterworth

3. Matters Arising from these Minutes

3.1 CCTV – Early discussion have started internally, to review town centre CCTV across the borough. When significant progress has been made Stephen Addy will be in touch

4. Summer Festival feedback

- 4.1 Trader requested to volunteer to help run the Soapbox derby, Ruth can do part of the time and Kate from 5.30pm onwards. Terrie & Stephen have already volunteered
- 4.2 All the traders present felt that the new format had worked very well, with “always something going on in Donaghadee” Carol said we are the envy of the other 5 towns.
- 4.3 Concerns were raised re the road closure for the Soapbox, it was agreed that we will create a social media post with the map, details of the closure and times and the traders will share this.
- 4.4 Carol mentioned that perhaps we could consider taking donations at some of the popular events and give it to our chosen charities.

5. Shop Local

Thanks to Karen McCullough for distributing the freebies.

All the traders present felt it had been immensely successful and had spoken with other traders who felt the same. The notebook and highlighters were a great success, the mints less so. Many of the traders had cross-posted each other's social media posts helping the event to get greater publicity.

Approx. a 30% increase of footfall despite bad weather on the day

6. Social Media strategy

6.1 Following up on Lorraine Moore's email reference our Page and Group. Johanna did some research and feels currently it is best to stay with both as they offer

different features, perhaps in the long term we could decommission one but at the moment they help us get more exposure.

- 6.2 More information needed for festival posts, in particular – A point of contact and contact details, end time for all events and images/video to use
- 6.3 Johanna raised question how much time to commit to social media
- 6.4 Karen has kindly created an Instagram page [instagram.com/visit.donaghadee](https://www.instagram.com/visit.donaghadee) and intends to feature one business per week when she has time to collect the information

7. Christmas

- 7.1 Santa Arrival is on 29th November and the Carol service on 1st December.
- 7.2 All traders present felt another Shop local on the 30th November would be very beneficial. Concerns were raised that all free merchandise should be green and not single-use plastic as we are a seaside town. The tote bag could be single colour but unsure if the council would need to agree to this. Perhaps a Donaghadee Christmas card could be very effective?

8. Any Other Business

- 8.1 October family event suggested as the Teddy Bears picnic was cancelled
Suggests included
 - Lanterns and Fireworks in Crommelin Woods
 - Spooky trail in the woods, with Tea, Coffee and punch afterwards
 - Investigate if a drama society would be interested in being involved
 - Pumpkin carving competition for the kids
 - Traders all given a pumpkin and a wooden letter and children have to find all the letters and work out the word they spell
 - Spooky graveyard in the woods, with a DJ and projector
- 8.2 Christmas trader's night out, 2nd December venue to be confirmed

The next meeting – Monday 14th October – Pier 36 @ 6pm