



Quarterly Retail Meeting, Aug. 30, 2017

1. Current resources and partners available to downtown businesses
 - a. See [Existing Resources handout](#)
2. How does SMS approach achieving our mission
 - a. Promotion
 - b. Technical support
 - c. Resident engagement
 - d. Events that combine the above
3. Current SMS goals include improving technical support and resident engagement
 - a. Aiming at grants – encourages us to evolve projects and programs
 - b. City currently updating retail market study – estimated completion mid-Sept
 - c. Hannah Matsubara – SSU grad student, will be evaluating all SMS programs this academic year, will include many business owner surveys and interviews
 - d. Getting feedback from all of you
4. Design Support
 - a. One-on-one ongoing design support with Carol McLaughlin
 - i. Verbal design assistance for exterior and interior of store
 - ii. Small, easily achievable ideas and best practices about brand recognition, signage, interior layout to encourage increased sales and return shopping
 - iii. See [Best Practices](#) handout, contact Kylie if interested in one-on-one
 - b. Contact Andrew Shapiro (City of Salem Planning Dept) about:
 - i. Signage approval
 - ii. A-frames
 - iii. Currently existing design support grants
 - iv. ashapiro@salem.com or (978) 619-5685

- c. Potential development of lighting grant
 - i. SMS considering applying for funding to support a matching grant that could help businesses with lighting upgrades

- 5. Plastic bag ban – in effect Jan. 1, 2018
 - a. See three handouts from City – [Letter to businesses](#), [FAQs for businesses](#), [suggested vendors](#)
 - b. Work on replacing all packaging by the end of the year
 - c. Note from Salem Sound Coastwatch at meeting – primary goal is to reduce or eliminate plastic usage, reaching the ordinance standard that paper bags should also be made with “at least 40% post-consumer recycled material” is much less of a concern. If businesses have paper bags with less than 40%, they may continue to use those up next year.

- 6. Social media spotlights
 - a. SMS will be doing a targeted spotlight on every section of the downtown over the course of the next year
 - b. This is in addition to quarterly retail videos with City/Creative Salem – recently featured the Pedestrian Mall, will feature one more location downtown this year

- 7. October
 - a. Info Booth – any big changes, let me know
 - i. Note: use www.hauntedhappenings.org for special events
 - b. Wicked Wednesdays – Oct. 11, Oct. 18, and Oct. 25
 - c. Street closings (don’t forget to [sign up for City announcements!](#))

- 8. Looking ahead
 - a. Small Business Saturday – Nov. 25
 - i. Note also CyberMonday – Nov. 27
 - b. Festive Fridays in December – better ideas, let me know
 - c. Shop Local campaign – to be established in the next year
 - d. Salem’s So Sweet – Feb. 9 - 11

- 9. Other feedback and concerns

*Next meeting in mid-November