

Duck Merchants Association

General Meeting Minutes

April 27, 2017

PROCEEDINGS

1. Kevin Carey, President, welcomed members and introduced Chief of Police John Cueto.
2. Chief Cueto addressed the recent break-in at the WaterFront Shops. Two individuals have been identified via the license plate reader cameras at the entrance of the town. Identification in these types of instances would be easier if there were cameras at each shopping center and individual merchant locations. In recent years, certain burglaries were not further investigated due to lack of evidence and security footage; Chief Cueto does not want the merchant community to feel discouraged by this fact. There should be a coordinated effort in the community, possibly through the DMA, to supply security camera systems on the boardwalk and other areas.

There are three ways to stay up-to-date on issues in the town. First, for non-emergency situations, individuals should use the Direct Connect phone line: 252-599-1057. When a police officer is on duty this phone number connects directly to their cell phone and this officer is available to answer any questions or concerns. Second, Chief Cueto gives a presentation each month at the Town Council meetings. If individuals are unable to attend these meetings a video is posted to the Town of Duck's Youtube channel. Third, visit the Town of Duck website to see the Police Blotter for weekly updates. To conclude, Chief Cueto reiterated that either the shopping centers or the DMA should facilitate a conversation about how to make all areas more secure.

3. Leigh Raskin, Secretary, gave an update on the details of the Spring Member Social and other upcoming community events. An e-mail invitation to the social was sent to members the previous Friday. The social will take place on Wednesday, May 17 from 6:00 pm - 8:00 pm at Roadside's Backside Bar. Roadside will provide a barbecue dinner and the DMA will provide the first round of drinks. Live music will begin at 7:00 pm. RSVP by e-mail by May 10. As a reminder, it is time for members to start preparing for the Town of Duck Fourth of July parade, as the deadline to participate is June 21. Additionally, the Town of Duck is looking for sponsors for their events, particularly Movies on the Sound hosted by the Children's Museum. If interested, members may contact the DMA by e-mail.
4. Alayne Miksit-Perez, Treasurer, addressed the recent legislation that repeals the plastic bag ban, House Bill 434. The board of directors discussed at the previous board meeting whether or not the association should take a stance for or against the repeal. After consulting the by-laws, the board feels it should not take a position. While the DMA remains apolitical, the board will be looking to its members to help decide if the association should get involved on specific political matters, like House Bill 434. It is of the utmost importance that the DMA remain a united membership.

5. Nancy Caviness, Vice President, briefly discussed the DMA website, Wild Apricot. As a reminder, this site provides resources, information, meeting minutes, collaboration opportunities, access to marketing, etc. This is also where members are able to update their business information. To update, members may click on their profile then click on “Edit Profile.”
6. Nancy Caviness, owner of 5CP, gave an informative presentation on the “Essentials of Social Media.” Social media marketing is important and unavoidable today. Every business should be on social media. More recently, Instagram and Facebook have implemented algorithms that make seeing posts harder for followers, which means it takes a lot of effort for business owners to maintain social media platforms. It was suggested that if a post is receiving organic interest from followers it’s highly beneficial to “promote” or “boost” the post to maximize exposure; likes, shares, and comments are crucial to exposure. Further, the Outer Banks Visitors Bureau and the Town of Duck have tremendous followings on social media and members should leverage this by engaging with these accounts through tagging and hashtagging.

Ultimately, there are five simple best-practices that businesses should follow on social media:

- a. Strong headline or message is key. Strike a balance between being concise and evocative. Do not be misleading. Cater each post to each social media platform; for example, Twitter requires 140 characters so posts should be brief, whereas Facebook does not have a character limit and can facilitate longer posts.
- b. Know the audience. The types of followers on each of the social media platforms are very different. Pay attention to the analytics to help determine what types of posts followers enjoy the most.
- c. Vary content. If merchants fall into a rhythm of posting the same content over and over followers will get bored. Try to vary the types of posts, how their written, and the time of day their posted. Use posts to inspire followers.
- d. Do not post too many updates at once. Post to a schedule and utilize free tools like HootSuite. Posting too frequently could hurt the exposure of a previous post. Make some posts a call to action; for example, a discount code, a free trial, a reservation website, an event, or a sale.
- e. The rule of three. A third of posts should be about trying to get costumers to visit the merchant’s location. A third should be about content, specifically what the customers would be interested in learning more about. A third should be about building a brand, giving the customer a broader sense of what the business is.

Notes

- E-mail to RSVP to the Spring Member Social: info@doducknc.com
- To access the Police Blotter: <https://www.townofduck.com/category/police-blotter/>
- Next general meeting will be on May 25.