

Duck Merchants Association

General Meeting Minutes

March 23, 2017

PROCEEDINGS

1. Kevin Carey, President, welcomed all members to the first general meeting of 2017. There was a short introduction of the current Board Members and all of the DMA members in attendance.
2. Alayne Miksit-Perez, Treasurer, gave a brief overview of what is included in the DMA membership. The association will print 20,000 maps, maintain a public website and a membership website, maintain social media accounts, and organize various events. In order to be included on the map, members must renew their membership no later than March 31.
3. Nancy Caviness, Vice President, gave a detailed description of all the services the DMA provides its members.
 - A. *Wild Apricot* is a new membership site where members can have access to many resources; meeting minutes, meeting times, events, news/updates, and a forum for posting questions may all be found on this membership site. On Monday, March 27, an e-mail will be sent to current members requesting the following items:
 - Most current business logo. The logo may be black and white or color and sized for Instagram, if possible.
 - All social media accounts and the dedicated hashtags used by the business.
 - Upcoming events to fill the DMA public calendar. Members are welcome to send a graphic. Events do not include sales or specials.
 - A live music schedule. The DMA will be maintaining a live music calendar separate from the public event calendar.
 - Any professional photographs that cover all DMA passion points: shop, play, dine, stay. Photos may be of your business or of the town. These photos will be used on the main page of the website.
 - B. The map deadline is March 31. This pocket-sized map has a list of members with their information on one side and the map on the other. There will be 20,000 maps printed and they will be distributed to all welcome centers, the Duck Town Hall, and to members. While every Duck merchant is listed on the website, DMA members have links and expanded descriptions. The map is limited to only members.

4. Leigh Raskin, Secretary, gave a brief overview of the events scheduled for the year thus far.
 - A. The DMA will continue with the tradition of the Easter Egg Hunt and the Elf Hunt.
 - B. New this year are two Member Socials; one in May and one in September. The details for the first social have yet to be confirmed but it will take place in mid-May and will be held at Roadside's Backyard Bar.
 - C. The DMA will feature a mini-program during each general meeting.
 - In April, Nancy Caviness will discuss "Social Media Essentials."
 - In May, Sergeant Melissa Clark will discuss "Business Security Tips."
 - In June, there will be an overview of the Outer Banks Visitors Bureau.
 - There will be no general meetings in July or August.
5. David Williams provided details of the upcoming Easter Egg Hunt.
 - A. The Easter Egg Hunt will be on April 15 from 10 am - 2 pm.
 - B. The Egg Swap Mixer will take place on April 13 at the Paul F. Keller Meeting Hall. Members may attend anytime between 5:30 pm - 7 pm.
 - C. Members should plan to stuff 25-50 eggs with candy and a coupon and tape them shut. Bring these eggs to the Egg Swap Mixer to exchange with other members and enjoy the complimentary food and beverages. On the day of the hunt, members should hide only a few eggs at a time and remind hunters there is a limit to one egg per person.
6. Chris Layton, Town Manager, gave an update on the Town of Duck's Beach Nourishment Project. The start date is late-May. There will be pre-staging of equipment before the start date. There is no confirmation on where the project will begin. The operations will cease by the end of July.

Merchants should prepare themselves for questions from visitors. A common misconception is that the beach will be closed, this is not true. The beach will only be closed in the project area, which will be approximately 750 feet. There will be a safe area, surrounded by temporary fencing, in front and in back of the project area. They will move an average to 50 - 150 feet per day. Refer visitors to the Town of Duck website for daily updates.
7. In closing, Kevin Carey reiterated that there is a forum on the membership site for members to post questions. There is a vast skill set within the association that could be utilized by fellow members. The board of directors encourages members to contact them with any questions, concerns, or ideas.

Notes

- Important: deadline to be included on the DMA map is March 31.
- E-mail to confirm participation in the Easter Egg Hunt: info@doducknc.com.
- For more information on the Beach Nourishment Project: www.morebeachtolove.com.
- Next general meeting will be on April 27.