



Northville DDA - Marketing Committee
Thursday, June 6, 2024
8:30 am – Meeting Room A

Meeting Agenda

1. Welcome from the Chair
2. Introductions
3. Audience Comments (limit 3 minutes)
4. Changes to Meeting Structure (Attachment 4)
5. PR & Marketing efforts for May 2024
 - a. May PR Summary (Attachment 5.a)
 - b. Ville Magazine (Attachment 5.b)
 - c. Seen Magazine Ads (Attachment 5.c)
 - d. June/July Events Postcard (Attachment 5.d)
6. Recap and News from Organizations
7. Next Meeting – TBD

Marketing Committee Redevelopment Notes

Ideas for Improving Attendance

- Clarify exactly what the DDA does, especially for non-DDA boundary locations
- Update emails
- Increase email invites / calendar invites
- Send out annual schedule of meetings
- Push to move meetings to an “in person” format
- Create a global working calendar

Topic Ideas:

- Volunteers
- Increasing awareness and partnerships with downtown businesses and public
- Board – working with your board and professional improvements to increase effectiveness
- Sponsorship and Fundraising
- City Special Event Process and Procedure – include “meet the players” introduction of city positions and what they do
- Website Partner Link Regroup / Update

DDA Notes and Action Items:

- Promote more collaboration
- Streamline agenda and adhere to agenda during meeting more closely – less side conversation
- Divide meeting into two rotating meet-up themes: Marketing / Training



Attachment 5.b

DOWNTOWN
Northville
Timeless with a twist

SUMMER
CONCERTS
ARE IN FULL
SWING!

Saturdays (7 PM) in Town Square



FEATURED: Northville Folk
DOWNTOWNNORTHVILLE.COM

SHOP • DINE • LIVE • PLAY



DOWNTOWN
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FEATURED: (clockwise, upper left)
The Little Salumi (Jessica Poole); **Celebrity Pets Co** (Shauna Parzuchowski);
Pear-aphernalia Inc (Margaret Stoe and Jennifer Grochowski); **Dancing Eye Gallery** (Theresa Schierloh)

DOWNTOWNNORTHVILLE.COM



Music is Main & Center

Saturdays from 7-9PM in Town Square

PRESENTING
SPONSOR



- | | | | |
|----------------|---|---------------------|--|
| June 1 | Power Play Detroit (<i>Greatest Rock Hits</i>)
🎵 Alexander's Custom Clothiers | July 27 | Atomic Radio (<i>Top 40, Pop, Hip-hop, Rock</i>)
🎵 UM Credit Union |
| June 8 | Rude Dogs (<i>Classic Rock</i>)
🎵 UM Credit Union | August 10 | Northville Folk (<i>Classic Rock</i>)
🎵 UM Credit Union |
| June 15 | 2XL (<i>Classic Rock</i>)
🎵 NOMI | August 17 | Shelia Landis (<i>Jazz/Blues/Classic Rock</i>)
🎵 Exchange Bar & Grill |
| June 22 | Sound Station (<i>Classic Rock</i>)
🎵 Northville Sports Den | August 24 | Shawn Riley Band (<i>Classic Rock & Celtic</i>)
🎵 Mike Miller Building Co. |
| June 29 | Premier Big Band (<i>Big Band Swing</i>)
🎵 Edward Jones - DJ & Andy Boyd | August 31 | Ava James (<i>Classic Rock</i>)
🎵 Toll Brothers |
| July 6 | Theo Gridiron and Friends (<i>Hip-Hop and Soul</i>)
🎵 Exchange Bar & Grill | September 7 | Al's Garage (<i>Classic Rock</i>)
🎵 UM Credit Union |
| July 13 | Geff Philips and Friends (<i>Pop, Rock, Soul & Country</i>)
🎵 UM Credit Union | September 14 | The Further Adventures of Fatboy & Jive Turkey
(<i>Roots of Blues, Country, and Jazz</i>)
🎵 Toll Brothers |
| July 20 | The Randy Brock Group (<i>Blues</i>)
🎵 Ward Church | September 28 | Zang (<i>Classic Rock</i>)
🎵 Orin Jeweler's |



For event details visit www.downtownnorthville.com



Individual Concert Sponsors



June & July Events

For event details visit
www.downtownnorthville.com



DOWNTOWN
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June 2024

June 6, 13, 20, 27:

Northville Farmers' Market

Northville Chamber of Commerce
8:00 am – 2:00 pm
43041 Seven Mile (Highland Lakes Plaza)
www.northville.org



June 1, 8, 15, 22: Music is Main & Center Headliner Bands on Saturday

Northville DDA
7:00 – 9:00 pm, Town Square
www.downtownnorthville.com

June 7, 14, 21, 28: Summer Friday Night Acoustic Concerts

Northville Chamber of Commerce
7:00 – 9:00 pm, Town Square
www.northville.org

June 10 – June 14:

Northville's Garage Sale

Mill Race Village
9:00 am – 9:00 pm, 218 Dunlap St.
www.millracenorthville.org

June 18, 25: Tunes on Tuesday

Northville Parks & Rec
10:30 – 11:30 am, Town Square
www.northvilleparksandrec.org

June 22: Garden Party Fundraiser

Mill Race Village
4:00 – 7:00 pm, 215 Griswold St.
www.millracenorthville.org

July 2024

July 4: 4th of July Parade

Northville Chamber of Commerce
10:00 am, Downtown Northville
www.northville.org

July 3, 10, 17, 24, 31: Dancin' in the Ville

Arthur Murray Dance Studio
6:30 – 8:30 pm, Town Square
www.downtownnorthville.com



July 6, 13, 20, 27: Music is Main & Center Headliner Bands on Saturday

Northville DDA
7:00 – 9:00 pm, Town Square
www.downtownnorthville.com

July 5, 12, 19, 26: Summer Friday Night Acoustic Concerts

Northville Chamber of Commerce
7:00 – 9:00 pm, Town Square
www.northville.org

July 9, 16, 23, 30: Tunes on Tuesday

Northville Parks & Rec
10:30 – 11:30 am, Town Square
www.northvilleparksandrec.org

July 11, 18, 25: Northville Farmers' Market

Northville Chamber of Commerce
8:00 am – 2:00 pm, 43041 Seven Mile (Highland Lakes Plaza)
www.northville.org

July 18, 15, 22, 29: Music at Maybury

Maybury State Park
7:00 – 8:00 pm, 49601 Eight Mile Rd.
www.friendsofmaybury.org

