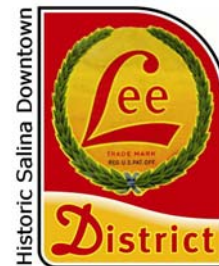


...to champion a healthy, vibrant downtown community!



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## DESTINATION MARKETING COMMITTEE

**12 noon, THURSDAY, January 14, 2009**

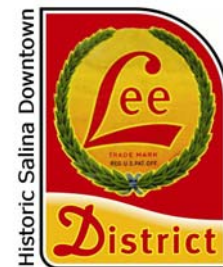
**SDI Meeting Room, 205 West Ash**

1. Call to Order
2. Additions or changes to the agenda
3. Approval of December 11, 2008 minutes
4. Committee Leadership
5. 2009 Plan of Work – SDI Board Response
6. Marketing Allocations for 2009
7. Event Evaluations –
8. Event Planning –
9. Other Action Items

Andy Anderson\*\*, Phyllis Anderson, John Berggren\*, Sherril Bieberly, Robin Cates\*\*, Barry Collins, Jacque Connor, Wayne DeBey, LaVelle Frick, Karen Hauser, John Highkin, Sylvia Rice, John Ryberg, Melinda Ryberg

\*committee chair

\*\* SDI Board of Directors



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Executive Decutive Director

## DESTINATION MARKETING COMMITTEE

12 Noon, Thursday, December 11,2008

SDI Meeting Room, 205 West Ash

### MINUTES

John Breggren, Chairman called the meeting to order.

1.

PRESENT: Phyllis Anderson, Wayne DeBey, John Ryberg, Melinda Ryberg, LaVelle Frick, Robin Cates\*, Jacque Conner, Chairman John Breggren\*. STAFF: Phyll Klima, Cindy Lamer

ABSENT: Andy Anderson\*\*, John Highkin, Sylvia Rice, Annette Johnson, Karen Hauser.

Additions or changes to the agenda. – Moved the 2009 Plan of Work to the end.

2.

The minutes of November 12, 2008 meeting were approved.

3.

Marketing Opportunity – Wayne made a motion to underwrite the rebroadcast of the “Messiah” on Radio Kansas. It will be rebroadcast two times and the cost is \$250.00. Melinda seconded the motion. Motion carried.

4.

Event Evaluation

5.

Christmas Festival/Parade of Lights – 70 entries in parade, Mrs. Claus was well received. The committee feels that some of the publicity regarding the Christmas Lights is a good thing. Melinda Ryberg has volunteered to serve on the Christmas committee for 2009.

6.

Temporary Art Gallery – Not enough interest at this time.

7.

2009 Plan of Work – Discussed the 2009 plan. Phyll will present to Board in January.

Meeting adjourned at 12:55.

\*committee chair

\*\* SDI Board of Directors



## Salina Downtown, Inc. Destination Marketing Committee 2009 Plan of Action

*Mission: To develop and implement marketing plans and projects which champion a healthy vibrant downtown community.*

**Goal 1. Provide marketing support to the Friends of the River through current SDI marketing channels**

**Goal 2. Develop a marketing incentive package for businesses to compliment or be included with the business incentive package.**

- A. Target New Business**
- B. Target Existing Businesses**

### **Ongoing Program of Work**

#### **1. Market downtown Salina to local and regional audiences.**

Objective 1: Continue a comprehensive media campaign to market downtown Salina.

**Strategy 1:** Identify target audience and message

**Strategy 2:** Develop media campaign and make media buys

**Strategy 3:** Develop comprehensive monthly feature article news release schedule

Objective 2: Create and distribute an attractive and functional Downtown Map & Directory.

**Strategy 1:** Identify needs and target market for downtown map and directory

**Strategy 2:** Design, print and distribute map and directory

**Strategy 3:** Utilize the SDI website as a marketing resource.

#### **2. Coordinate cross-marketing opportunities through downtown's activity anchors & complementary businesses.**

Objective 1: Develop and implement strategies to increase communication among SDI members and partners for marketing purposes.

**Strategy 1:** Continue to utilize the Retailer's Roundtable to plan and coordinate retail promotions.

**Strategy 2:** Continue to utilize SDI newsletter and e-newsletter advertising to promote downtown related activities.

**Strategy 3:** Actively work with the City/County offices, the Salina Regional Health Center and the Salina Area Chamber of Commerce to promote downtown activities, events and amenities.

#### **3. Encourage events and activities that promote downtown to existing customers and attract new visitors to downtown.**

Objective 1: Develop a plan for improved signage in downtown Salina.

**Strategy 1:** Work with the City of Salina to encourage the city-wide institution of a way-finding system.

Objective 2: Identify methods for marketing downtown amenities to retail and professional employees working in downtown.

**Strategy 1:** Develop strategies based on the outcome of the market survey.

Objective 3: Continue to develop signature special events.

**Strategy 1:** Continue to develop the Miracle on Santa Fe Christmas Festival and Parade of Lights as the primary signature SDI event. Continue and expand the existing partnerships.

**Strategy 2:** Continue to sponsor two community relations events. Boo Rama & the Miracle on Santa Fe

**Strategy 3:** Continue to assist the Retail Roundtable with the marketing of a maximum of five retail events:

1. First Thursday
2. Health Care Professionals Week
3. Sidewalk Sale
4. Breast Cancer Awareness Month (new in 2007)
5. Holiday Open House