

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



## BOARD OF DIRECTORS

### Clark Renfro

UMB Bank  
SDI President

### Steve Howe

Office of  
Congressman Jerry Moran  
SDI Vice President

### Beth Vinson

Salina Regional Health Center  
SDI Secretary

### Melissa Goetz

KC&G Business Appraisal  
Associates  
SDI Treasurer

### Lou Appleby

Appleby & Marsh Architects

### Robin Cates

On The Pot

### Tony Dong

Martinelli's Little Italy

### Mike Forristal

Lee Development LLC

### Jerry Hinrikus

Sign Pro

### Ken Jennison

Salina Media Group

### Christy Lauer

Simply Baby and More

### Kenneth Rinke

Salina Taco Johns

### Jim Sergeant

Salina Surgical Center

### Phyllis C. Klima

Executive Director

## DESTINATION MARKETING COMMITTEE

12 noon, Wednesday February 11, 2009

SDI Meeting Room, 205 West Ash

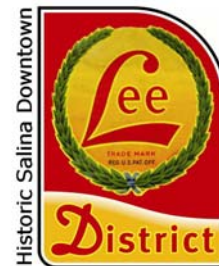
1. Call to Order
2. Additions or changes to the agenda
3. Approval of January 14, 2009 minutes
4. Marketing Allocations for 2009
  - A. Salina FYI – Media Rep
  - B. KSAL Link – Media Rep
  - C. Television – See attached KBSH Hays/Salina
5. Event Evaluations – Go Red for Women
6. Event Planning – Where in the District is Buddy Lee?
7. Other Action Items

Phyllis Anderson, John Berggren\*, Sherril Bieberly, Connie Bonfy,  
Robin Cates\*\*, Jacque Connor, Wayne DeBey, LaVelle Frick, Karen  
Hauser, Sylvia Rice, John Ryberg, Melinda Ryberg

\*committee chair

\*\* SDI Board of Directors

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



## BOARD OF DIRECTORS

### Clark Renfro

UMB Bank  
SDI President

### Steve Howe

Office of  
Congressman Jerry Moran  
SDI Vice President

### Beth Vinson

Salina Regional Health Center  
SDI Secretary

### Melissa Goetz

KC&G Business Appraisal  
Associates  
SDI Treasurer

### Lou Appleby

Appleby & Marsh Architects

### Robin Cates

On The Pot

### Tony Dong

Martinelli's Little Italy

### Mike Forristal

Lee Development LLC

### Jerry Hinrikus

Sign Pro

### Ken Jennison

Salina Media Group

### Christy Lauer

Simply Baby and More

### Kenneth Rinke

Salina Taco Johns

### Jim Sergeant

Salina Surgical Center

### Phyllis C. Klima

Executive Director

## DESTINATION MARKETING C 12 noon, Wednesday, January SDI Meeting Room, 205 West Ash Minutes

1. Call to Order – Chairman John Breggren called the meeting to order.
2. Present: Phyllis Anderson, John Breggren, Melinda Ryberg, John Ryberg, LaVelle Frick, Wayne DeBey, Karen Hauser, Robin Cates. Staff: Phyllis Klima and Cindy Lamer.
3. Additions or changes to the agenda - None
4. Robin Cates moved to approve the minutes of the December 11, 2008 meeting. Phyllis Anderson seconded the motion. Motion carried..
5. Committee Leadership – John Breggren has agreed to serve as chairman for 2009 and Phyllis Anderson will be vice-chairman.
6. Robin Cates moved to approve the 2009 Plan of Work. Melinda Ryberg seconded the motion. Motion carried.
7. Marketing Allocations for 2009 –  
Reduced the amount for Street Fair sponsorship to \$1000.00.  
Change the Salina Journal ads to Salina FYI  
Requested that staff get information on KSALink.com pricing.
8. Event Evaluations – None
9. Event Planning – Adding the “Go Red for Women” window decorating contest in February.
10. Other Action Items – None
11. Meeting adjourned at 1:00 pm.

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

\*committee chair

\*\* SDI Board of Directors