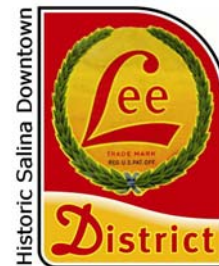


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## DESTINATION MARKETING COMMITTEE

12 noon, Wednesday March 11, 2009

SDI Meeting Room, 205 West Ash

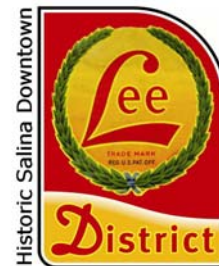
1. Call to Order
2. Additions or changes to the agenda
3. Approval of February 11, 2009 minutes
4. Marketing Allocations for 2009
5. Event Evaluations –
6. Event Planning –  
Where in the District is Buddy Lee?  
Kansas Sampler Festival
7. Other Action Items  
Discussion about Retail Roundtable

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

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Executive Director

## DESTINATION MARKETING COMMITTEE

12 noon, Wednesday, February 11, 2009

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, LaVelle Frick, Wayne DeBey, Robin Cates, Sherril Bieberly. Staff: Phyllis Klima and Cindy Lamer. Guests: Joyce Volk, Kathy Malm and Jeanna Pohlman.
3. Additions or changes to the agenda – Move marketing presentations up.
4. Marketing Presentations
  1. Kathy Malm and Jeanna Pohlman from Salina Journal presented a proposal for Salina.com and Salina FYI.
  2. Joyce Volk, Salina Media Group presented a proposal for KSALink.com and radio advertising.
5. Marketing Allocations for 2009 –

The committee discussed the marketing presentations. and after a discussion made the decision Robin moved to advertise on Salina.com at a cost of \$100.00 monthly and to accepted the Salina Media group proposal KSALink for \$150.00 monthly and for \$800/annual radio spots. Wayne DeBey seconded the motion. Motion carried.
6. Event Evaluations – “Go Red for Women” Simply Baby and More won window decorating contest. The Quilting Bee was a close second.
7. Other Action Items – None
8. 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