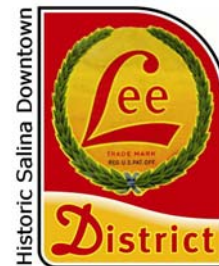


...to champion a healthy, vibrant downtown community!



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 April 8, 2009

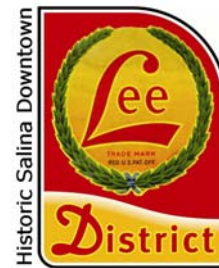
SDI Meeting Room, 205 West Ash

1. Call to Order
2. Additions or changes to the agenda
3. Approval of March 11, 2009 minutes
4. Robin Ardrey, KSN Sales Presentation
5. Marketing downtown parking changes
To retail/service customers
To downtown employees
To downtown residents
6. Event Evaluations –
7. Event Planning –
Kansas Sampler Festival
8. 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



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, March 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, John Ryberg, Wayne DeBey, Robin Cates, Sherril Bieberly, Karen Hauser. Staff: Phyllis Klima and Cindy Lamer. Guests: None
3. Additions or changes to the agenda – None
4. Approval of February 11, 2009 minutes – Wayne DeBey moved to approve minutes. Robin Cates seconded. Motion passed.
5. Retail Roundtable
There was a large discussion regarding Retail Roundtable and the lack of attendance at the meetings. Suggestions: Combine with Destination Marketing committee, change day of week or time, create a new committee, try and stop the negativity. Phyll will send out a doodle to set up a one time meeting for retailers to try and get some solution.
6. Marketing Allocations for 2009
Sherril asked about the ad that appears on Tuesday in Journal. Can it be Changed? Phyll shared the article from the “Downtown Promotion Reporter”. Committee thought coming up with a tagline would be a good idea. Could be used to co-op advertise and possibly as an incentive for new businesses.
7. Event Evaluations – “Go Red for Women” Simply Baby and More won window decorating contest. The Quilting Bee was a close second.
8. Other Action Items – None
9. Meeting adjourned.

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