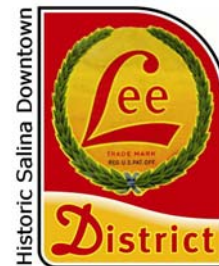


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## DESTINATION MARKETING COMMITTEE

12 noon, Wednesday June 10, 2009

SDI Meeting Room, 205 West Ash

1. Call to Order
2. Additions or changes to the agenda
3. Approval of May 13, 2009 minutes
4. Follow up on Mike Harmon request
5. Marketing Opportunities – see attached 2008
6. Mr. I – Plant Salina Project Marketing
7. Event Evaluations
8. Event Planning –  
June – Plant Salina – a public art project downtown.  
July Sidewalk Sale and Transpo Show????
9. Other Action Items  
Discussion about Retail Roundtable

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

\*committee chair

\*\* SDI Board of Directors

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## DESTINATION MARKETING COMMITTEE

**12 noon, Wednesday, May 13, 2008**  
**SDI Meeting Room, 205 West Ash**  
**MINUTES**

1. Call to Order – Chairman John Berggren called the meeting to order.
2. Present: Phyllis Anderson, John Berggren, John Ryberg, Wayne DeBey, Robin Cates, LaVelle Frick, Sylvia Rice. Staff: Phyllis Klima and Cindy Lamer. Guests: Mike Harmon and Jaime Stroda
3. Additions or changes to the agenda – 350 Project added to agenda.
4. Approval of April 8, 2009 minutes – Robin Cates moved to approve minutes. Phyllis Anderson seconded. Motion passed.
5. Presentation by Mike Harmon requesting funds for a shuttle to transport visitors to downtown during July car show. After discussion the committee agreed to contribute \$306.00 for downtown shuttle service from Thomas Park with the following requests: A copy of the shuttle map with the downtown drop point marked so we can help market this service through our monthly newsletter, a copy of shuttle schedule with a minimum of four downtown trips/day on Friday and Saturday, Signage on the vehicle acknowledging the “historic Salina downtown Lee District”, signage in the park acknowledging the “historic downtown Lee District”, acknowledgement in any published shuttle schedule, by August 10 a count of passengers who used the downtown service to help us evaluate the potential for 2010.
6. Marketing downtown parking changes. – Wayne DeBey moved to approve printing of a pocket-size map to distribute to customers, downtown employees and residents. Robin Cates seconded motion. Motion carried.  
Project 350 – Phyll will put the 350 website on our website and also print some for non-computer people. Will also look into possibility of putting in the Chamber Net. Phyll will check out cost.
7. Event Evaluations – Kansas Sampler Festival – Reported that went well. Approximately 5000 people attended.

### Event Planning

June – **Plant Salina** is a public art project and is moving forward.

July – Sidewalk Sale and Transpo show

### 8. Other Action Items

Retail Roundtable – Due to lack of attendance at the Retailers Roundtable meetings it was decided to invite retailers to join the Destination Marketing committee. Sub-committees will be set up for the various events such as Sidewalk Sale and Transpo Show.

Wayne DeBey moved to adjourn meeting and Robin Cates seconded. Motion carried.