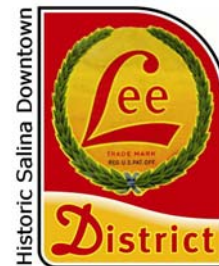


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## DESTINATION MARKETING COMMITTEE

12 noon, Wednesday July 8, 2009

## Chamber of Commerce Board Room, 120 W Ash

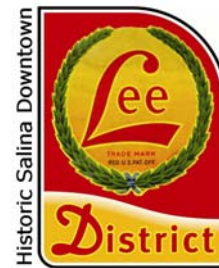
1. Call to Order
2. Additions or changes to the agenda
3. Approval of June 10, 2009 minutes
4. Marketing Opportunities – see attached 2009
5. Mr. I – Plant Salina Project Marketing update
6. Event Evaluations
7. Event Planning –  
July Sidewalk Sale and Transpo Show  
October Breast Cancer Awareness Month
8. Other Action Items  
Discussion about Retail Roundtable

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

\*committee chair

\*\* SDI Board of Directors

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**Kenneth Rinke**  
Salina Taco Johns

**Jim Sergeant**  
Salina Surgical Center

## 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, Karen Hauser, LaVelle Frick, Sylvia Rice, Jaime Stroda, Melinda Ryberg, Robin Ardrey, Sherril Bieberly. Staff: Phyllis Klima and Cindy Lamer.
3. Additions or changes to the agenda – None.
4. Approval of May 13, 2009 minutes – Phyllis Anderson moved to approve minutes. John Ryberg was listed as attending the May meeting and he did not attend. Correction made to minutes. Melinda Ryberg seconded. Motion passed.
5. Follow up on Mike Harmon request – Phyll has e-mailed information to Mike and Sylvia Rice. Sylvia will forward artwork to Phyll. Invoice for donation will follow.
6. Marketing Opportunities. – Committee decided to have office send out the same advertising opportunity brochure that was used previously. See attached.
7. Mr. I – Plant Salina Project Marketing – Committee agreed to allow \$750.00 to \$1000.00 from their budget for video and still photography of art project. Melinda Ryberg made motion. Karen Hauser seconded. Motion carried.
8. Event Evaluations None.
9. Event Planning – July Sidewalk Sale – The committee agreed to use 25% of the marketing funds allocated by media to this project plus an additional \$1,000 in cash.
10. Other Action Items – Retail Roundtable – Officially disbanded. Task forces will be formed to take care of various events. Office will still do monthly e-news.
11. Closed business – Every Little Detail
12. Adjournment – John Ryberg moved to adjourn. Karen Hauser seconded. Motion carried.

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

**Phyllis C. Klima**  
Executive Director