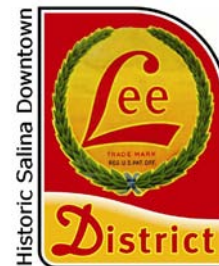


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DESTINATION MARKETING COMMITTEE 12 noon, Wednesday September 3, 2009 Salina Downtown, Inc., 205 W Ash Street AGENDA

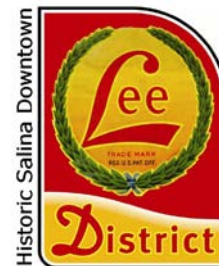
1. Call to Order
2. Additions or changes to the agenda
3. Approval of August 12, 2009 minutes
4. Marketing Opportunities – return reports
5. Billboard Update
I 70 Holiday Billboard
Sunset Plaza Billboard
Additional Available and Co-Sponsors
6. Update on Office move to 120 West Ash
7. Event Evaluations
8. Event Planning –
October Breast Cancer Awareness Month
Holiday Open House
Christmas Festival & Parade of Lights
Holiday Lighting update
9. Other Action Items

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

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DESTINATION MARKETING COMMITTEE

12 noon, Wednesday, August 12, 2009

SDI Meeting Room, 205 West Ash

DRAFT MINUTES

1. Call to Order – John Berggren called the meeting to order.
2. Present: Robin Cates, Wayne DeBey, Karen Hauser, Jaime Stroda, Melinda Ryberg, Sylvia Rice, John Berggren. Staff: Phyllis Klima and Cindy Lamer. Guests: Bill Weaver
3. Additions or changes to the agenda – Added Bill Weaver.
4. Bill Weaver presented a presentation on City-Wide Workforce T-shirt & Jeans Day set for Sept 25, 2009. Staff will add to Sept newsletter and send an e-mail to District members.
5. Approval of June 10, 2009 minutes – Robin Cates moved to approve minutes with a correction of date. Karen Hauser seconded. Motion carried.
6. Marketing Opportunities – Have received \$2400.00 for marketing opportunities in 2009. \$1550.00 for October Breast Cancer Awareness, \$250.00 for BooRama and \$600.00 for Christmas activities.
7. Billboard Update – Have leased a billboard on I-70 and Sylvia Rice is looking for possibilities on I-35. Phyll will talk to Tony Dong to see if W. Crawford billboard will be available in November again.
8. Event Evaluations –
July Sidewalk Sale and Transpo Show – Entertainment drew a crowd, but car show numbers down.
KCOA Car Show – Sylvia reported on number of shuttle users. The shuttle also transported riders to the Mall. The Chamber felt that they should pickup the sponsorship fee downtown paid because of the Mall trips. Committee felt that paying half would be enough.
9. Event Planning –
October Breast Cancer Awareness – Many activities planned again. Robin Cates made a motion to offer a \$100.00 cash prize for the window decorating contest. Jaime Stroda seconded. Motion carried. Information will be sent out the first week of September.
Holiday Open House – November 8 Staff will distribute the same banners again this year.
Christmas Festival & Parade of Lights – Nov 21 – Several businesses on Santa Fe are not participating in the building lighting. Have received \$ 11,000.00 in donations to go towards the new lights. Committee would like to look into new banners for the District. Staff will call for bids and also approach BSR committee about cooperating with Destination Marketing for the cost of brackets and banners.
10. Other Action Items – Christmas committee meets August 25.
11. Meeting adjourned at 1:30