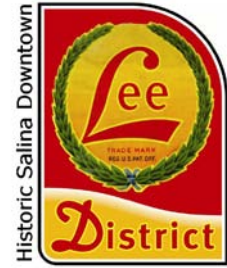


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## **DESTINATION MARKETING COMMITTEE**

**12 noon, Wednesday October 14, 2009**

**Salina Downtown, Inc., 205 W Ash Street**

## **AGENDA**

1. Call to Order
2. Additions or changes to the agenda
3. Approval of September 9, 2009 minutes
4. Financial Report  
Marketing Opportunities – return reports
5. Light Pole Banners
6. 2010 Committee Leadership and Plan of Action
7. Senior/military package, promotion, deal or discounts – Sylvia Rice
8. Update on Office move to 120 West Ash
9. Event Evaluations  
October Breast Cancer Awareness Month
10. Event Planning –  
Holiday Open House  
Christmas Festival & Parade of Lights  
Holiday Lighting update
11. Other Action Items

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

\*committee chair

\*\* SDI Board of Directors

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## DESTINATION MARKETING COMMITTEE

**12 noon, Wednesday, September 9, 2009**

**SDI Meeting Room, 205 West Ash**

### DRAFT MINUTES

1. Call to Order – John Berggren called the meeting to order.
2. Present: Sherril Bieberly, Wayne DeBey, Karen Hauser, Jaime Stroda, Melinda Ryberg, John Ryberg, John Berggren, Phyllis Anderson. Staff: Phyllis Klima and Cindy Lamer.
3. Additions or changes to the agenda – None
4. Approval of August 12, 2009 minutes – Phyllis Anderson moved to approve minutes. Melinda Ryberg seconded. Motion carried.
5. Marketing Opportunities – See attached report.
6. Billboard Update – Billboard on I-35 fell through. I-70 Billboard is ready to be put up. The billboard on W. Crawford is available for \$400.00 a month. Phyll will talk to Neil about the pigeon situation. Melinda Ryberg made motion to do the W. Crawford billboard and Wayne DeBey seconded. Motion carried.
7. Event Evaluations –  
July Sidewalk Sale and Transpo Show – Entertainment drew a crowd, but car show numbers down.  
KKOA 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.
8. Event Planning –  
October Breast Cancer Awareness – Many activities planned again. Phyll went through the list of events which will begin with painting the streets pink on October 1, 2009.  
Holiday Open House – Phyll presented the bids for doing holiday banners. Melinda Ryberg made a motion to go with Western Associates for downtown banners using the tree design from the banners we received from Goody's last year and used during the holidays. Jaime Stroda seconded and motion carried.  
Christmas Festival & Parade of Lights – Nov 21 – Several businesses on Santa Fe are not participating in the building lighting. The lighting will begin this week.
9. Other Action Items – None
10. Wayne Debey moved to adjourn meeting. Karen Hauser seconded. Motion carried and meeting adjourned at 1:00.

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