

Salina Downtown, Inc

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

BOARD OF DIRECTORS

Beth Vinson

Salina Regional Health Center
SDI President

Robin Cates

On The Pot
SDI Vice President

Russel Prophet

Hampton and Royce
SDI Secretary

Kenneth Rinke

Salina Taco Johns
SDI Treasurer

Mike Forristal

Lee Development LLC

Melissa Goetz

KC&G Business Appraisal
Associates

Jerry Hinrikus

Sign Pro

Ken Jennison

Salina Media Group

Christy Lauer

Simply Baby and More

Jim Loader

The Market Shop

Kathryne Perney

Quilting Station

Brian Richardson

Richardson Developments

Norm Yenkey

Property Developer

Phyllis C. Klima

Executive Director

SALINA DOWNTOWN, INC.

Board of Directors

LEE DISTRICT

Board of Advisors

Regular Monthly Meeting

3:30 p.m. Tuesday, June 8, 2010

Salina Downtown, Inc., 120 W Ash

First twenty minutes reserved for the Board to discuss follow up to the 2010 Board Retreat. Clark Renfro will be facilitating.

AGENDA

Call to Order

Roll Call

Recognition of guests

Additions or changes to the agenda

Approval of consent agenda

Approval of May 11, 2010 meeting minutes for SDI and Lee District

Approval of Director's Report

Public Forum – time set aside for any member or general public to address the Board regarding any item NOT on the agenda

City Manager's report

Development Incentive Program Façade Grant Renewal

Board Committee Reports

Friends of the River

Business Incentive Package

Standing Committee/Task Force Reports

Business Support and Recruitment - Chair, Brian Schwarz reporting.

Communications and Advocacy

Destination Marketing –

Action Items

1. **Salina Downtown, Inc.** –
 - a. Financial Review - Joel Benson
 - b. Preliminary Budget
 - c. Board Elections – Nominations Committee
2. **Lee District** –
 - a. Budget Request to City of Salina
 - 1.) Annual administrative contribution \$40,000.
 - 2.) Continuation Request for DIP Façade Program

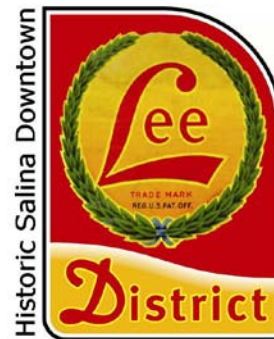
Additional Items

Calendar

June 3	BSR Webinar 9:00 AM Exec Committee 2:30 PM The MARKET in Strand Plaza 4:00 PM until dusk First Thursday Art Rush
June 11	Lee District & SDI Board meetings at 3:30 PM
June 12	Destination Marketing Committee Noon
June 13	Design Review Board 4:00 PM
June 15	BSR Seminar – Retail Marketing 8:00 AM
June 17	BSR Webinar 9:00 AM
June 20	BSR Committee 4:00 PM
June 13	Design Review Board 4:00 PM

Motion to adjourn is in order

Cc: City Manager, local media



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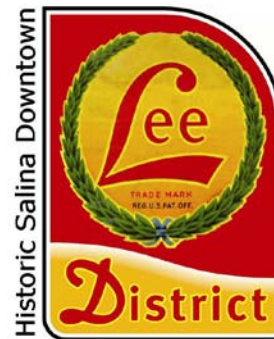
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SALINA DOWNTOWN, INC.

Board of Directors

LEE DISTRICT

Board of Advisors

Regular Monthly Meeting

3:30 p.m. Tuesday, May 11, 2010

Salina Downtown, Inc., 120 W Ash

First twenty minutes reserved for the Board to discuss items not on the agenda.

DRAFT Minutes

President Beth Vinson called the meeting to order.

Roll Call: Present: Beth Vinson, Russel Prophet, Ken Rinke, Mike Forristal, Melissa Goetz, Jerry Hinrikus, Ken Jennison, Christy Lauer, Kathryne Perney, Brian Richardson

Ex-Officio: Dennis Lauver **Staff:** Phyll Klima, Ashleigh Thomson

Absent: Robin Cates, Jim Loader, Norm Yenkey **Ex-Officio:** Jason Gage

Recognition of guests – There were no guests

Additions or changes to the agenda – There were no additions or changes to the agenda

Consent agenda – Ken Jennison moved to approve the consent agenda. Melissa Goetz seconded the motion. Motion carried unanimously.

Approval of April 13, 2010 meeting minutes for SDI and Lee District

Approval of Director's Report

Public Forum – time set aside for any member or general public to address the Board regarding any item NOT on the agenda –

-Jerry Hinrikus asked about correspondence with Ben Frick. It was reported that Mr. Frick refused to receive the certified mail and it is on file.

City Manager's report – Jason Gage was not able to attend.

Way Finding Signage

Parking Plan Implementation

Lighting Study

Board Committee Reports

Friends of the River – Troy Vancil reported that the final master plan will be completed in August. It was suggested that SDI help recruit volunteers to greet people at the Smoky Hill River Festival and help explain the River Revitalization project.

Business Incentive Package – staff presented a short powerpoint prior to the meeting explaining how recent SDI incentives may be leveraged through Project Open.

Standing Committee/Task Force Reports –

Business Support and Recruitment – no quorum at last meeting.

Communications and Advocacy – has not met.

Destination Marketing – Committee Chair, Phyllis Anderson reported that the committee developed the DIP Cluster Marketing grant guidelines. First application round is July.

Action Items

1. **Salina Downtown, Inc.** –

- a. May Pole Party – Ken Jennison gave a summary report. Beth Vinson agreed to do press releases. Jerry Hinrikus moved to provide lunch for the volunteers, Kathryne Perney seconded the motion. Motion carried. The suggestion was made to contact Noon Rotary and AMBUCS Breakfast Bandits to solicit volunteers.
- b. Board Retreat Follow up – staff is to contact Clark Renfro to arrange a follow up in June.
- c. Personnel Review - Russel Prophet moved to convert Phyllis Klima's annual review to calendar year. Ken Jennison seconded the motion. Motion carried.
- d. Computer Software Request – Brian Richardson moved to purchase Adobe Creative Suite 4 Design Premium and a flip video camera not to exceed a total cost of \$1,000. Jerry Hinrikus seconded the motion. Motion carried.

Additional Items

There were no additional items.

Calendar

May 6	Exec Committee 2:30 PM The MARKET in Strand Plaza 4:00 PM until dusk First Thursday Art Rush
May 11	Lee District & SDI Board meetings at 3:30 PM
May 12	Destination Marketing Committee Noon
May 13	Design Review Board 4:00 PM
May 20	BSR Committee 4:00 PM
May 22	May Pole Party

Jerry Hinrikus moved to adjourn. Kathyne Perney seconded the motion. Meeting adjourned at 4:45 PM.

Cc: City Manager, local media

SALINA DOWNTOWN, INC.
Executive Director's Report
May 2010

Administration – Software (\$613.99) and flip video camera (\$224.05) authorized by SDI Board 5/11/10 has been purchased. Total purchase price \$838.04.

Morgan Miles started as Marketing Intern Monday May 17. Morgan is a third year business student at Kansas State Salina. She is a native of Salina and will be working 2-5 hours/week. Her first priority will be assisting Lee District businesses with applications to the DIP Cluster Marketing grant program.

Office will be closed May 31 in observance of Memorial Day. I will be on vacation June 1 and 2. I will be in office June 3. On June 4 I will be attending a "Recipe to Reality" workshop at the University of Nebraska-Lincoln. Jill Gifford, UNL Program manager has given us a free registration – value \$350.

Program of Work

1. Board –

2010 Program of Work

- A.** Smoky Hill River Development – Attended Friends of River Board meeting 8:00 PM May 11. Discussed how SDI can remain actively involved in the process. Their board suggested help in recruiting volunteers for their tent at the River Festival. One release has been sent via Constant Contact.
- B.** Business Incentive Package – First award was made from New Business Attraction Loan Fund. \$800 Award to Teresa Hernandez, Hernandez Enterprises, 134 S Santa Fe Suite 130. Guidelines and applications for New Business Recruitment and Cluster Marketing incentives are posted on line. First round of Cluster Marketing Grants are due July 5.

Project Open –

- Spring FastTrac ended May 12. 4 graduates. One received funding through Project Open, Teresa Hernandez, Hernandez Enterprises, 134 S Santa Fe Suite 130.
- Next round of funding applications due August 2.
- C.** Holiday lighting 2009 – Working with contractor and City General Services staff to resolve some outages.

2. Committee Reports

A. Business Support and Recruitment

Met Thursday, May 20, 2010 without a quorum

- Lighting – May Pole Painting Party date May 22
- Set series of seminars for 2010 – title "The Total Package" – Primary focus for this series is marketing and financial management (with a strong emphasis on Quickbooks). Series was announced via e-mail, media release and direct mail May 26. First webinar was May 20 with 20 attending. See attached schedule.
- Continue individual contact with developers on as requested/as needed basis. These projects frequently involve collaboration with Chamber staff.
- Continue individual business consultations.
- Business Activity Reports
 - NEW BUSINESSES –
 - Think Differently Glass Studio, 121 E Iron, Opening May ??
 - BUSINESSES FOR SALE
 - Carol Lee Donuts
 - Santa Fe Phillies and Subs
 - S & P Coins
 - BUSINESS SOLD
 - BUSINESSES CLOSING/CLOSED
 - Best Kept Secret, 201 S 5th, closing May 31
 - Martha and David, 108 S Santa Fe
 - RELOCATED WITHIN DISTRICT:

B. Communications and Advocacy

Published e-newsletter (479 e-mail distribution) and direct mailed to about 60 businesses who either report no e-mail address or who have indicated mail as their communication preference.

C. Destination Marketing –

Met Wednesday, May 12, 2010

The MARKET opened May 6 in the Strand Plaza with 10 vendors. Next date June 3.

Committee working on marketing last two quarters of 2010. Phyllis Anderson, Chair presented report at May Board meeting.

City of Salina

Downtown Improvements –

- Thanks to the City of Salina staff for making the May Pole Painting Party such a successful event. Often during the development of this project, I referred to it as an orchestrated performance. Without the preparation activities from City staff – this project would NOT have been possible.
- Parking – New electronic ticketing system is now in place. New parking duration signs have been installed.

Salina Area Chamber of Commerce

- Lee District news included in Chamber monthly newsletter.
- Working closely with the Chamber on Project Open, Sculpture Tour Salina. SDI \$5,000 to this project has been sent to Greater Salina Community Foundation as per Board action 12/8/2010.

PR/Speaking engagements

May Pole Painting Party - KSAL–May 12, AMBUCS Breakfast Bandits–May 15, Noon Rotary–May 17.

Project Open presentation with Larry Powell in Cottonwood Falls May 13.

Professional Development – Attended National Main Street Conference in Oklahoma City May 2-5. This conference was particularly beneficial to SDI as the host city was in Midwest and shares some of the same challenges and assets. As staff, we have already initiated many of the concepts presented at this conference including our expanded web presence on Facebook, u-Tube, Flickr and Twitter. Ashleigh is handling daily input to these marketing tools for SDI. We have hosted one Facebook webinar and have scheduled two more for this summer. These are an extremely cost effective way for SDI to provide direct service to our members.

“Facebook 101 for Small Business” May 20.

SDI Presents: The Total Package

SDI Business Support and Recruitment Committee announces the "The Total Package", a workshop series for small businesses. The 2010 series focuses on both marketing and financial management.

The Total Package marketing series includes a series of marketing communications seminars and webinars. The series launched May 20 with Halo Business Advisors' (aka Team Halo) "Facebook 101 for Small Business" webinar.

Scheduled opportunities for the summer include:

- **June 3, 9 -10 am** - "30 Cheap or Free Small Business Marketing Ideas" a webinar hosted by Team Halo
- **June 15, 8 - 9:30 am** - "Retail Marketing 101", MarketAide Services, Inc. (first of a two part series)
- **June 17, 9 - 10 am** - "Fantastic Facebook Marketing Ideas for Small Business", Team Halo webinar
- **June 22, 8 - 9:30 am** - "Marketing Service Businesses", MarketAide Services, Inc.
- **June 29, 8 - 9:30 am** - "Retail Marketing 102", MarketAide Services, Inc. ("Retail Marketing" 101 highly recommended)

The Total Package financial management schedule includes:

- **July 15, 8 - 9:30 am** - QuickBooks 101 for Small Business, Benson Accounting (first of a two part series)
- **July 29, 8 - 9:30 am** - QuickBooks 102 for Small Business, Benson Accounting (second of a two part series)

Registration Fees:

Team Halo Webinars:

- Free to Lee District member businesses
- \$5.00 for Lee D BUDDIES
- \$10.00 for NON MEMBERS

MarketAide Services, Inc and Benson Accounting classes:

- \$10.00 to Lee District member businesses
- \$15.00 for Lee D BUDDIES
- \$25.00 for NON MEMBERS

"Our committee is dedicated to helping small Lee District businesses grow. We also welcome businesses located outside the Lee D to participate for an additional fee." **-SDI Business Support and Recruitment Chairman, Brian Schwarz, First Bank Kansas**

The committee also plans to offer additional or repeat workshops this fall. Watch for details.

Please contact SDI 825-0535 or gosalina@salinadowntown.com for complete details and registration information on the summer Total Package series.

30 Cheap Or Free Small Business Marketing Ideas

FREE Webinar - June 3

This webinar is just what it says-a hard-hitting hour of THIRTY cheap or free marketing ideas and how to use them, some online, many off-line. Many of the ideas are things you can learn that morning and implement by the afternoon. It's a great way to re-energize your business or community for the summer months on a shoestring budget.

Team HALO will be conducting the live webinar 9:00 AM Thursday June 3. SDI will host a maximum of 30 participants for the webinar in Room A of the Visit Salina Division, Salina Area Chamber of Commerce. You must pre-register with SDI. Registration is free and first come first served. Please only 2 participants per business.

HALO Business Advisors have been teaching locally owned and operated small businesses how to win with smart marketing since 1999. Team HALO is led by small business marketing coaches Marianna Hayes Chapman and Andy Chapman. Our team has expert knowledge of marketing planning, marketing strategy, social media tools like Facebook and Twitter, blogging, web site development, and e-mail marketing. With more than 15 years of combined experience, the results speak for themselves as our loyal customers love to speak of their success found as a result of marketing changes they made after a private consultation or attending one of our marketing seminars.

Webinar is

- free to any Lee District member business
- \$5.00 for Lee District "BUDDIES"
- \$10.00 for those not yet Lee District members or BUDDIES

Please register with SDI by sending your name, phone number, e-mail, and the name of your company to Ashleigh Thomson at athomson@salinadowntown.com.

SALINA DOWNTOWN 2,INC
Profit & Loss Budget vs. Actual
January 2009 through December 2010

				3%	4.5%	6.0%
	<u>Jan - Dec 09</u>	<u>Budget</u>	<u>10 Budget</u>	<u>Jan - Dec 11 Budget</u>	<u>Jan - Dec 11 Budget</u>	<u>Jan - Dec 11 Budget</u>
Ordinary Income/Expense						
Income						
GRANT INCOME	59,807.00	50,000.00	55,000.00	50,000.00	50,000.00	50,000.00
INTEREST INCOME	1,152.23	1,800.00	1,500.00	1,500.00	1,500.00	1,500.00
ORGANIZATION CONTRIBUTION	55,000.00	40,000.00	40,000.00	40,000.00	40,000.00	40,000.00
PROGRAM INCOME	31,101.20	20,000.00	32,650.00	38,300.00	35,690.00	34,820.00
SERVICE FEES	84,143.97	87,000.00	87,000.00	87,000.00	89,610.00	90,480.00
Total Income	231,204.40	198,800.00	216,150.00	216,800.00	216,800.00	216,800.00
Expense						
BANK SERVICE CHARGES	203.41	60.00	120.00			
BUILDING REPAIR/MAINTENANCE	420.12	600.00	480.00			
COMMUNICATIONS	1,997.03	3,000.00	2,400.00	2,000.00	2,000.00	2,000.00
COMPUTER SUPPLIES/MAINTENANCE	653.23	1,800.00	3,180.00	1,500.00	1,500.00	1,500.00
CONTINGENCY	0.00	600.00		500.00	500.00	500.00
CONTRIBUTION	0.00			3,000.00	3,000.00	3,000.00
DEPRECIATION	2,186.80					
DUES & SUBSCRIPTIONS	1,773.35	1,200.00	1,800.00	1,800.00	1,800.00	1,800.00
EQUIPMENT-NON CAPITAL	0.00	300.00	250.00	250.00	250.00	250.00
EQUIPMENT MAINTENANCE AGREEMENT	531.62	600.00	480.00	550.00	550.00	550.00
EQUIPMENT - HOLIDAY LIGHTING			2,000.00	2,000.00	2,000.00	2,000.00
EQUIPMENT REPAIR	80.40	1,900.00	75.00	1,800.00	1,800.00	1,800.00
INSURANCE	1,645.00	2,000.00	1,700.00	1,800.00	1,800.00	1,800.00
MARKETING	18,149.37	23,000.00	25,000.00	25,000.00	25,000.00	25,000.00
MEALS	405.74	240.00	350.00	450.00	450.00	450.00
MEETING EXPENSES	2,350.37	2,000.00	2,525.00	2,500.00	2,500.00	2,500.00
OFFICE SUPPLIES	2,532.87	2,000.00	1,200.00	2,500.00	2,500.00	2,500.00
OTHER EXPENSES-MISC.	50.55	300.00		500.00	500.00	500.00
PERSONNEL EXPENSE	51,582.29	54,070.00	53,305.00	54,000.00	54,000.00	54,000.00
POSTAGE EXPENSE	1,702.76	3,600.00	1,825.00	1,500.00	1,500.00	1,500.00
PRINTING	3,706.01	6,000.00	6,615.00	4,000.00	4,000.00	4,000.00

SALINA DOWNTOWN 2,INC
Profit & Loss Budget vs. Actual
 January 2009 through December 2010

	<u>Jan - Dec 09</u>	<u>Budget</u>	<u>10 Budget</u>	<u>Jan - Dec 11 Budget</u>	<u>3% Jan - Dec 11 Budget</u>	<u>4.5% Jan - Dec 11 Budget</u>	<u>6.0% Jan - Dec 11 Budget</u>
PROFESSIONAL DEVELOPMENT	1,385.00	3,000.00	1,500.00	1,500.00	1,500.00	1,500.00	1,500.00
PROFESSIONAL SERVICES	55,092.96	30,000.00	42,050.00	32,500.00	32,500.00	32,500.00	32,500.00
RENT	7,074.32	7,200.00	6,840.00	10,500.00	10,500.00	10,500.00	10,500.00
SPEC PROJ-FACADE EXP	39,639.19	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00
SPEC PROJ-NEW BUSINESS LOANS				5,000.00	5,000.00	5,000.00	5,000.00
SPEC PROJ-CLUSTER MARKETING				5,000.00	5,000.00	5,000.00	5,000.00
SUPPLIES	21,646.00	880.00	8,500.00	2,500.00	2,500.00	2,500.00	2,500.00
TAXES & FEES	145.30	50.00	100.00	150.00	150.00	150.00	150.00
TRAVEL, MILEAGE	3,721.80	1,800.00	2,475.00	4,000.00	4,000.00	4,000.00	4,000.00
UTILITIES	2,099.50	2,600.00	1,380.00				
Total Expense	<u>220,774.99</u>	<u>198,800.00</u>	<u>216,150.00</u>	<u>216,800.00</u>	<u>216,800.00</u>	<u>216,800.00</u>	<u>216,800.00</u>