

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, August 10, 2010

FRIENDS OF THE RIVER, 159 S 4th St

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

AGENDA

Call to Order

Roll Call

Recognition of guests

Additions or changes to the agenda

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

Approval of consent agenda

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

Approval of Financial Report

Approval of Staff Report

City Manager's report

Lee District Satisfaction Survey

Board Committee Reports

Board Retreat

Sculpture Tour Salina

Friends of the River – Troy Vancil

Standing Committee/Task Force Reports

Business Support and Recruitment – Stakeholders Meetings

Communications and Advocacy -

Destination Marketing –

Action Items

1. Salina Downtown, Inc. –

A. Board member/appointee to serve as SDI liaison to Project Open

B. Announcement of Election Results from Benson Accounting

C. Nominating Committee

D. Corporate Credit Card

E. 990 Tax Form Available for Review

2. Lee District –

A. Request mayoral appoint to

Lee District Advisory Board

Design Review Board

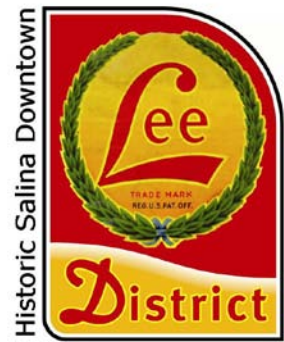
Additional Items

Calendar

Aug 5	Exec Committee 2:30 PM The Market 4:00 PM First Thursday Art Rush 5:00 – 7:00 PM
Aug 10	Lee District & SDI Board meetings at 3:30 PM
Aug 11	Destination Marketing Committee Noon
Aug 12	Design Review Board 4:00 PM
Aug 19	BSR Committee 4:00 PM
Aug 26	Design Review Board 4:00 PM
Sep 2	The MARKET in Strand Plaza 4:00 PM until dusk First Thursday Art Rush

Motion to adjourn is in order

Cc: City Manager, local media



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Board of Advisors

Regular Monthly Meeting

3:30 p.m. Tuesday, July 13, 2010

Salina Downtown, Inc., 120 W Ash

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

Phyll Klima reported that the SDI Board ballot mailing went out for elections. Benson Accounting has reported that the returns so far are low.

Jerry Hinrikus told the board that he spoke with Sculpture Tour developers and mentioned they had more sitting areas available than downtown Salina as something to consider.

AGENDA

Call to Order – Beth Vinson called the meeting to order.

Roll Call: Present: Beth Vinson, Robin Cates, Russel Prophet, Kenneth Rinke, Mike Forristal, Jerry Hinrikus, Christy Lauer, Kathryne Perney, Brian Richardson. Staff: Phyll Klima, Ashleigh Thomson

Absent: Melissa Goetz, Ken Jennison, Jim Loader, Norm Yenkey. Ex-Officio: Jason Gage

Recognition of guests – no guests.

Additions or changes to the agenda- no changes or additions.

Approval of consent agenda

Approval of June 8, 2010 meeting minutes for SDI and Lee District

Approval of Financial Report

Approval of Director's Report

Kathryne Perney moved to approve the consent agenda. Brian Richardson seconded. Motion carried unanimously.

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

City Manager's report

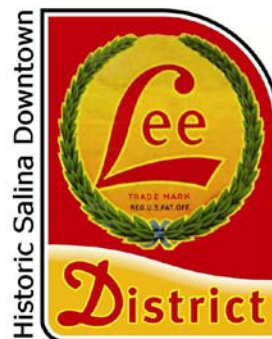
Lee District Satisfaction Survey – City Manager Jason Gage was unable to attend.

Board Committee Reports

Board Retreat – Phyll Klima asked the board members to return their top 3 priorities from the board retreat. Jerry Hinrikus asked Phyll to resend the e-mail with the original priority list.

Sculpture Tour Salina- Phyll Klima reported that the sponsorships are almost filled. There will be a sample sculpture placed in the front of the Chamber of Commerce sometime around Labor Day this year. A \$2,000 grant from Kansas Arts Commission was received to help with Sculpture Tour costs. Everything is still on schedule and a call to artists will go out in the next 30 days. Website should be up in that time frame as well.

Dennis Lauver reported that more than 1,000 calls to artists will be sent out encouraging them to submit artwork. Trey Maury is the chair of selection committee. Pedestals have come in 45% under budget. Some may be donated in exchange for acknowledgement. The pedestals will be made of steel- and will be portable to allow sculpture sites to be moved.



Friends of the River- Phyll Klima reported that Friends of the River is going before the City Commission on August 16th to request the adoption of the Master Plan. There will be a campaign to get this on the ballot for November. Stats are back on their Smoky Hill River Festival campaign. All responses for their questions were either “agree” or “strongly agree”. The SDI board may be asked to endorse a sales tax initiative to fund the plan. They will also ask for time to do research, i.e.: Where will district lines be drawn or redrawn in regards to this project? The board was asked to initiate discussion this month at the meeting at FOTR office.

Standing Committee/Task Force Reports

Business Support and Recruitment – Phyll Klima reported that there has been little to no attendance at these meetings. She suggested the possibility of having a new business showcase, i.e. invite everyone that’s new in the Lee District in the last 18 months to come showcase their business. They will be discussing this at this Thursday’s meeting.

Communications and Advocacy – May need to meet soon. Salina Downtown, Inc. has been asked to consider a 5% reduction in their request from the City of Salina. Salina Downtown, Inc has been asked to make a presentation by July 19. We need a strong communicator to present so that we are able to maintain our support fee and our façade program. Lt. Russ Lamer has been contacted for this job.

Destination Marketing – Ashleigh Thomson discussed the use of Buddy Lee for Salina Downtown Inc’s marketing and our efforts to marry him to the branding for the Lee District. Ashleigh Thomson just recently added information on Buddy Lee to the “About us” page on www.salinadowntown.com.

Action Items

1. **Salina Downtown, Inc.** – Board member/appointee to serve as SDI liaison to Project Open – Jim Angel is no longer able to serve. Someone needs to be appointed to this position. Russ Prophet expressed that he can find someone at Hampton and Royce to volunteer for this.
2. **Lee District** – Nothing.

Additional Items

Phyll Klima updated the board on a fax received from Ben Frick for an open records request. Ben was asked to sign off that he was able to view the information he requested, and City Attorney Greg Bengston has been notified of every instance in which Mr. Frick has contacted SDI.

Kathryne Perney asked about The MARKET’s progress. Phyll Klima reported that in its first year, it is doing fairly well. The vendors at the MARKET were invited to participate in Buddy’s Block Party this Thursday, July 15.

Calendar

July 8	Design Review Board 4:00 PM
July 12	Exec Committee 2:30 PM
July 13	Lee District & SDI Board meetings at 3:30 PM
July 14	Destination Marketing Committee Noon
July 15	BSR Seminar – Quickbooks 101 8:00 AM BSR Committee 4:00 PM BUDDY’S BLOCK PARTY 5-9 PM
July 22	Design Review Board 4:00 PM
July 29	BSR Seminar – Quickbooks 102 8:00 AM
August 5	The MARKET in Strand Plaza 4:00 PM until dusk First Thursday Art Rush

Motion to adjourn is in order

Cc: City Manager, local media

Ken Rinke moved to adjourn the meeting. Robin Cates seconded. Meeting adjourned.

SALINA DOWNTOWN 2,INC Expenses by Vendor Detail

	Date	Num	July 2010 Memo	Account	Split	Amount	Balance
ACCURATE ELECTRIC, INC							
	07/22/2010	4313		EQUIPMENT-HOLIDAY	ACCOUNTS PAYABLE	203.68	203.68
Total ACCURATE ELECTRIC, INC						203.68	203.68
BENSON ACCOUNTING, CPA, PA							
	07/22/2010		Financial Review	PROFESSIONAL SERV	ACCOUNTS PAYABLE	1,600.00	1,600.00
Total BENSON ACCOUNTING, CPA, PA						1,600.00	1,600.00
Boss Mink Music & Production LLC							
	07/12/2010		Buddy's Block Party	PROFESSIONAL SERV	ACCOUNTS PAYABLE	200.00	200.00
Total Boss Mink Music & Production LLC						200.00	200.00
CITY OF SALINA-CLERK							
	07/29/2010		Parade Permit	TAXES & FEES	PETTY CASH	15.00	15.00
Total CITY OF SALINA-CLERK						15.00	15.00
COX COMMUNICATIONS C							
	07/09/2010		INTERNET/PHONE	COMMUNICATIONS	ACCOUNTS PAYABLE	125.78	125.78
Total COX COMMUNICATIONS C						125.78	125.78
Dex Umekubo							
	07/12/2010			PROFESSIONAL SERV	ACCOUNTS PAYABLE	50.00	50.00
Total Dex Umekubo						50.00	50.00
IMAGEQUEST, INC.							
	07/22/2010	13121	096617	EQUIPMENT MAINTEN	ACCOUNTS PAYABLE	44.36	44.36
	07/22/2010	13121	096617	PRINTING	ACCOUNTS PAYABLE		44.36
Total IMAGEQUEST, INC.						44.36	44.36
Jonathan Wild							
	07/12/2010			PROFESSIONAL SERV	ACCOUNTS PAYABLE	50.00	50.00
Total Jonathan Wild						50.00	50.00

SALINA DOWNTOWN 2,INC Expenses by Vendor Detail

	Date	Num	July 2010 Memo	Account	Split	Amount	Balance
KANSAS CENTER FOR ENTREPRENEURSHIP							
	07/09/2010			PROGRAM INCOME	ACCOUNTS PAYABLE	-30.00	-30.00
	07/09/2010			PROGRAM INCOME	ACCOUNTS PAYABLE	-15.00	-45.00
	07/09/2010			PROGRAM INCOME	ACCOUNTS PAYABLE	-20.00	-65.00
	07/09/2010			PROGRAM INCOME	ACCOUNTS PAYABLE	-15.00	-80.00
Total KANSAS CENTER FOR ENTREPRENEURSHIP						-80.00	-80.00
KEY OFFICE							
	07/09/2010		INV S17483-00	OFFICE SUPPLIES	ACCOUNTS PAYABLE	19.48	19.48
	07/30/2010	S21095-00	adhesive mailer dots	OFFICE SUPPLIES	ACCOUNTS PAYABLE	20.97	40.45
Total KEY OFFICE						40.45	40.45
KUSTOM KEMPS OF AMERICA							
	07/22/2010	2091		MARKETING	OPERATING ACCOUNT 2	150.00	150.00
Total KUSTOM KEMPS OF AMERICA						150.00	150.00
la Voz de Salina							
	07/01/2010	1890	ADVERTISING	MARKETING	ACCOUNTS PAYABLE	40.00	40.00
	07/22/2010	1903	ADVERTISING-bUDDY	MARKETING	ACCOUNTS PAYABLE	150.00	190.00
Total la Voz de Salina						190.00	190.00
MARKETAIDE							
	07/22/2010		Marketing Seminars	PROFESSIONAL SERV	ACCOUNTS PAYABLE	600.00	600.00
Total MARKETAIDE						600.00	600.00
PAUL MORGAN							
	07/12/2010			PROFESSIONAL SERV	ACCOUNTS PAYABLE	300.00	300.00
Total PAUL MORGAN						300.00	300.00
PHYLL KLIMA							
	07/09/2010		OFFICE MAX - ENVELC	OFFICE SUPPLIES	ACCOUNTS PAYABLE	114.67	114.67
	07/09/2010		OFFICE MAX - LASER	OFFICE SUPPLIES	ACCOUNTS PAYABLE	45.03	159.70

SALINA DOWNTOWN 2,INC Expenses by Vendor Detail

	Date	Num	July 2010 Memo	Account	Split	Amount	Balance
	07/09/2010		OFFICE MAX - LASER	OFFICE SUPPLIES	ACCOUNTS PAYABLE	246.67	406.37
	07/09/2010		WIDE LOYAL - REPAIR	SUPPLIES	ACCOUNTS PAYABLE	99.70	506.07
	07/22/2010		990 Tax Software	COMPUTER SUPPLIES	ACCOUNTS PAYABLE	12.00	518.07
	07/22/2010		Dillons - Ice Cream for B	SUPPLIES	ACCOUNTS PAYABLE	59.35	577.42
Total PHYLL KLIMA						577.42	577.42
PRONTO PRINT							
	07/09/2010		Buttons	SUPPLIES	ACCOUNTS PAYABLE	214.40	214.40
	07/09/2010		Buttons	SUPPLIES	ACCOUNTS PAYABLE	214.40	428.80
Total PRONTO PRINT						428.80	428.80
ROCKING M RADIO							
	07/09/2010	2741-1		MARKETING	ACCOUNTS PAYABLE	250.00	250.00
Total ROCKING M RADIO						250.00	250.00
SALINA CHAMBER OF COMMERCE							
	07/23/2010	2092	JUNE 2010	RENT	OPERATING ACCOUNT 2	570.00	570.00
	07/23/2010	2092	JULY 2010	RENT	OPERATING ACCOUNT 2	570.00	1,140.00
	07/23/2010	2092	AUGUST 2010	RENT	OPERATING ACCOUNT 2	570.00	1,710.00
	07/29/2010		Monthly Rent	RENT	ACCOUNTS PAYABLE	570.00	2,280.00
	07/31/2010	9939	July	PROFESSIONAL SERV	ACCOUNTS PAYABLE	2,062.93	4,342.93
Total SALINA CHAMBER OF COMMERCE						4,342.93	4,342.93
SALINA IRON & METAL							
	07/01/2010		TRASH SERVICE-Storage	UTILITIES	ACCOUNTS PAYABLE	138.43	138.43
Total SALINA IRON & METAL						138.43	138.43
SALINA MEDIA GROUP							
	07/09/2010		INV 61861	MARKETING	ACCOUNTS PAYABLE	150.00	150.00
	07/09/2010		INV 61861	MARKETING	ACCOUNTS PAYABLE	144.48	294.48
Total SALINA MEDIA GROUP						294.48	294.48
Saline County Register of Deeds							

SALINA DOWNTOWN 2,INC Expenses by Vendor Detail

	Date	Num	July 2010 Memo	Account	Split	Amount	Balance
	07/23/2010	1001	204 S Santa Fe Mortgag	TAXES & FEES	OPERATING ACCOUNT 2	38.02	38.02
Total Saline County Register of Deeds						38.02	38.02
The Amazing 100 Miles Tourism Coalition							
	07/01/2010			MARKETING	ACCOUNTS PAYABLE	50.00	50.00
Total The Amazing 100 Miles Tourism Coalition						50.00	50.00
THE HARTFORD							
	07/09/2010	29294791	Audit Refund from Work	INSURANCE	OPERATING ACCOUNT 2	-63.00	-63.00
Total THE HARTFORD						-63.00	-63.00
U. S. POSTMASTER							
	07/15/2010	2082	4 rolls of stamps	POSTAGE EXPENSE	OPERATING ACCOUNT 2	176.00	176.00
	07/29/2010		Mail 990 TAX RETURN	POSTAGE EXPENSE	PETTY CASH	1.22	177.22
Total U. S. POSTMASTER						177.22	177.22
						9,723.57	9,723.57

SALINA DOWNTOWN 2,INC
Statement Of Financial Position

As of July 31, 2010
Jul 31, '10

ASSETS

Current Assets

Checking/Savings

CD FIRST BANK	51,123.35
CD2 FIRST BANK	50,251.81
OPERATING ACCOUNT 2	124,561.93
PETTY CASH	109.08

Total Checking/Savings 226,046.17

Accounts Receivable

ACCOUNTS RECEIVABLE 50.00

Total Accounts Receivable 50.00

Total Current Assets 226,096.17

Fixed Assets

ACCUMULATED DEPRECIATION	-5,217.31
FURNITURE & FIXTURES	7,551.56

Total Fixed Assets 2,334.25

Other Assets

NOTES RECEIVABLE

NOTE RECEIVABLE-StartUp Kansas 19,837.50

NOTES RECEIVABLE - SDI New Busi 800.00

Total NOTES RECEIVABLE 20,637.50

Total Other Assets 20,637.50

TOTAL ASSETS 249,067.92

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

ACCOUNTS PAYABLE 8,257.09

Total Accounts Payable 8,257.09

Other Current Liabilities

ACCOUNTS PAYABLE- FACADE GRANT 37,512.81

ACCOUNTS PAYABLE SDI 1,928.12

FEDERAL WITHHOLDING PAYABLE 246.00

FICA PAYABLE (Social Security) 537.54

UNEMPLOYMENT TAXES PAYABLE -7.20

Total Other Current Liabilities 40,217.27

See accountants' compilation report.

SALINA DOWNTOWN 2,INC
Statement Of Financial Position

As of July 31, 2010
Jul 31, '10

Total Current Liabilities	48,474.36
Long Term Liabilities	
NOTES PAYABLE-STARTUP KS	<u>19,837.50</u>
Total Long Term Liabilities	<u>19,837.50</u>
Total Liabilities	68,311.86
Equity	
RESTRICTED NET ASSETS-PERMANENT	10,360.81
UNRESTRICTED NET ASSETS	109,486.29
Net Income	<u>60,908.96</u>
Total Equity	<u>180,756.06</u>
TOTAL LIABILITIES & EQUITY	<u><u>249,067.92</u></u>

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

	<u>Jan - Jul 10</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
GRANT INCOME	50,000.00	55,000.00	-5,000.00	90.91%
INTEREST INCOME	251.81	875.00	-623.19	28.78%
ORGANIZATION CONTRIBUTION	55,000.00	40,000.00	15,000.00	137.5%
PROGRAM INCOME	10,898.25	14,550.00	-3,651.75	74.9%
SERVICE FEES	59,828.75	63,000.00	-3,171.25	94.97%
Total Income	<u>175,978.81</u>	<u>173,425.00</u>	<u>2,553.81</u>	<u>101.47%</u>
Expense				
BANK SERVICE CHARGES	136.62	70.00	66.62	195.17%
BUILDING REPAIR/MAINTENANCE	0.00	280.00	-280.00	0.0%
COMMUNICATIONS	1,009.30	1,400.00	-390.70	72.09%
COMPUTER SUPPLIES/MAINTENANCE	734.09	1,855.00	-1,120.91	39.57%
CONTRIBUTION	8,150.00			
DUES & SUBSCRIPTIONS	651.35	1,100.00	-448.65	59.21%
EQUIPMENT-HOLIDAY LIGHTING	203.68			
EQUIPMENT-NON CAPITAL	0.00	140.00	-140.00	0.0%
EQUIPMENT MAINTENANCE AGREEMENT	307.53	280.00	27.53	109.83%
EQUIPMENT REPAIR	420.87	75.00	345.87	561.16%
INSURANCE	860.00	900.00	-40.00	95.56%
MARKETING	12,543.24	13,500.00	-956.76	92.91%
MEALS	335.00	200.00	135.00	167.5%
MEETING EXPENSES	1,752.97	2,455.00	-702.03	71.4%
OFFICE SUPPLIES	1,316.13	700.00	616.13	188.02%
OTHER EXPENSES-MISC.	0.00	0.00	0.00	0.0%
PERSONNEL EXPENSE	30,841.32	30,775.00	66.32	100.22%
POSTAGE EXPENSE	967.53	1,065.00	-97.47	90.85%
PRINTING	3,730.32	3,525.00	205.32	105.83%
PROFESSIONAL DEVELOPMENT	380.00	1,375.00	-995.00	27.64%
PROFESSIONAL SERVICES	14,629.25	24,509.00	-9,879.75	59.69%
RENT	6,113.06	4,795.00	1,318.06	127.49%
SPEC PROJ-FACADE EXP	25,506.73	25,000.00	506.73	102.03%
SUPPLIES	2,304.85	4,958.00	-2,653.15	46.49%
TAXES & FEES	93.02	100.00	-6.98	93.02%
TRAVEL, MILEAGE	1,279.91	1,443.75	-163.84	88.65%
UTILITIES	803.08	0.00	803.08	100.0%
Total Expense	<u>115,069.85</u>	<u>120,500.75</u>	<u>-5,430.90</u>	<u>95.49%</u>
Net Ordinary Income	<u>60,908.96</u>	<u>52,924.25</u>	<u>7,984.71</u>	<u>115.09%</u>
Net Income	<u><u>60,908.96</u></u>	<u><u>52,924.25</u></u>	<u><u>7,984.71</u></u>	<u><u>115.09%</u></u>

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

Administration – Office was closed July 5 in observance of Independence Day holiday. Phyll Klima took vacation July 6-8 to be with family during medical emergency. (Personal Note: I sincerely appreciate the kind thoughts, words and prayers for my family at this time. I also appreciate you allowing me to take the days in July as vacation.)

Program of Work

1. Board –

2010 Program of Work

- A.** Smoky Hill River Development – The Master Plan Presentation to the City Commission has been scheduled for Study Session at 2:30PM August 16.
- B.** Business Incentive Package –
 - Cluster Marketing - First round of Cluster Marketing Grants were due July 5. Received one application from the Dining Cluster.
 - Façade Improvement – Second round of applications are due August 16. Staff has been in contact with possible applicants
- Project Open –
 - Next round of funding applications due August 2. Anticipate two applications from Lee District members
 - Received \$10,000 marketing/education award from North Central Regional Planning Commission
 - Received notice of \$25,000 award from Federal Home Bank for project expansion
 - Application to present at Federal Home Loan Association national meeting in KC was not accepted
 - Application to present at Kansas Market Place, Dodge City is still pending
- C.** Holiday lighting 2009 – Working with Accurate Electric and City General Services staff to resolve some outages. Supplies ordered have been received. Waiting for a break in the heat to do the work on the roof tops.

2. Committee Reports

A. Business Support and Recruitment

Met 4:00 PM Thursday, July 15

- At the July meeting the committee recommended the suspension of the July 27 Stakeholders Meeting due to the poor attendance at the previous meeting in April. Only 4 total stakeholders attended the two sessions – 1 in the morning and 3 in the afternoon/evening. The monthly newsletter was sent prior to the BSR meeting and the notice of cancellation was not included in the newsletter. Via e-mail, Andrea Pfeifer, Auld Lang Signe expressed her dissatisfaction about the lack of that notification. Response documentation available.
- “The Total Package” – marketing series is complete. Financial management (with a strong emphasis on QuickBooks) held two sessions (8:00-9:30 AM July 15 and 29). Total of 10 in attendance.
- 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 –**
 - Avon Beauty Store, 134 S Santa Fe Suite 100, Chamber ribbon cutting July 15
 - Coming Soon – Green Horse, casual fine dining, 134 S Santa Fe Suite 100B
 - BUSINESSES FOR SALE**
 - Carol Lee Donuts
 - Santa Fe Phillies and Subs
 - S & P Coins
 - BUSINESS SOLD**

- Martha & David, 108 S Santa Fe Re-opening as Penny Layne in Aug
BUSINESSES CLOSING/CLOSED
- Martha and David, 108 S Santa Fe – June 30
RELOCATED WITHIN DISTRICT:
- ETC Boutique, from 134 S Santa Fe Suite 102 to 113 S Santa Fe
effective 8/1/10

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, July 14, 2010

The MARKET July 1 in the Strand Plaza with 5 vendors. Next date August 5. Staff recruiting vendors.

Ben Frick faxed a request to view public information regarding the Market. The FAXC was dated 4:56 PM Friday July 2, 2010. Response was delayed until I returned to the office July 9. I made several attempts to contact Mr. Frick via e-mail and phone while attending to family medical emergency. All attempts were verified via my personal cell phone, in conversation with City Attorney Greg Bengston or e-mails cc'd to Mr. Bengston & gosalina@salinadowntown.com. Response documentation available.

Buddy's Block Party – 5-9 PM Thursday July 15 featured Sidewalk Sale, 60+ vintage cars, free ice cream and live entertainment at Campbell Plaza. Marketing package available for review. Good crowds. Several merchants reported sales sidewalk sales down in comparison to previous year. Merchant participation also lower this year.

City of Salina

Downtown Improvements –

- Parking –Anticipate recommendation to City Commission to change the violation fines to \$5 with escalating fines with repeat/unpaid tickets.

Salina Area Chamber of Commerce

- Lee District news included in Chamber monthly newsletter.
- Working closely with the Chamber on:
 - Project Open – total clients over 150. Five businesses in the Lee District have received funding:
 - Thiessen Elise Salon
 - Quilting Bee
 - Jack & Jill Salon
 - Theresa Hernandez Enterprises, LLC
 - Salina Running Company
 - Sculpture Tour Salina
 - Call to sculptors issued July 26 (SDI staff administering the call, contact list, compiling entries
 - SDI Staff administering the website
 - Journal Article front page (above the fold)

PR/Speaking engagements

KSAL morning show – RE: Buddy's Block Party

Professional Development –Staff is attending all the Webinars and seminars in the Total Package Series. Ashleigh will be participating in Leadership Salina.

Administrative Assistant's Report July 2010

Ashleigh Thomson has been working diligently on various marketing projects for SDI. Destination Marketing package including buttons, posters, flyers, table tents, print and web advertisements as well as radio and TV ads were developed for Buddy's Block Party on July 15.

The same set of advertising mediums are being utilized for SDI's fall events including Breast Cancer Awareness Month in October, Big Boorama at the end of October, Holiday Open House in November, and the overall holiday ad campaign for downtown.

Social media has also been heavily utilized. Our facebook page is up to 151 fans, and the Salina Breast Cancer Awareness Month page had 40 fans within 24 hours with a current total of 73. Facebook remains a fantastic and FREE media outlet to advertise for downtown and get the word out about upcoming events. Twitter supplements this nicely, providing quick links back to relevant information.

Salina Breast Cancer Awareness Month logos, e-newsletters, facebook page, and handouts have all been designed with posters and t-shirts pending. All graphic materials are posted on our website homepage under the "Events" tab. I have asked all participating organizations to consider allowing me to revamp any flyers or printed advertising so as to keep a consistent look for SBCAM.

Interested parties can subscribe to SDI's e-newsletter via our facebook page, and if they so chose, can subscribe to the SBCAM newsletter only via the SBCAM facebook page.

SculptureTour materials have also been designed and the call to artists is ready to go out August 16. The website is up as well, including a fillable PDF application.

SDI has considered putting together a Cluster Marketing Application for Holiday Open House participants to allow for entertainers to perform at select locations during the event.