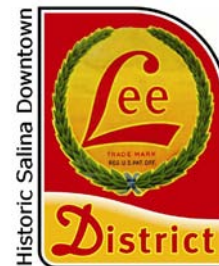


...to champion a healthy, vibrant downtown community!



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DESTINATION MARKETING COMMITTEE 12 noon, Wednesday January 13, 2010 Salina Downtown, Inc., 120 W Ash Street AGENDA

1. Call to Order
2. Additions or changes to the agenda
3. Approval of December 9, 2009 minutes
4. Financial Report
5. 2010 Plan of Action

Goal 2. Develop a marketing incentive package for businesses to compliment or be included with the business incentive package.

- A. Target New Business
- B. Target Existing Businesses

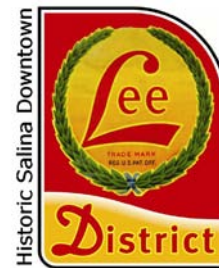
6. Event Evaluations
7. Event Planning –
2010 Calendar
8. Other Action Items

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

*committee chair

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DESTINATION MARKETING COMMITTEE

12 noon, Wednesday, December 9, 2009

Board Room, 120 W. Ash

MINUTES

1. Call to Order – John Berggren called the meeting to order.
Present: Sherril Bieberly, LaVelle Frick, Melinda Ryberg, John Berggren, Orleta Dobkins. Staff: Phyllis Klima and Cindy Lamer.
2. Additions or changes to the agenda – None
3. Approval of November 11 minutes – Sherril Bieberly moved to approve minutes. Melinda Ryberg seconded. Motion carried.
4. Financial Report – See Attached.
5. 2010 Plan of Action – Sherril Bieberly moved to accept the 2010 Plan of Action as modified during meeting. John Berggren seconded. Motion carried.
6. Event Evaluations –
Christmas Festival & Parade of Lights – Crowd down during the afternoon. Record number of parade entries. Carriage rides still big draw.
7. Event Planning
2010 Calendar – Discussion regarding calendar was included in the 2010 Plan of Action.
8. Other Action Items - None
9. Orleta Dobkins moved to adjourn meeting. John Breggren seconded. Motion carried.

Andy Anderson, Phyllis Anderson*, John Berggren, Sherril Bieberly, Robin Cates**, Jaime Stroda, Dustin Schroll, Wayne DeBey, LaVelle Frick, Karen Hauser, Sylvia Rice, John Ryberg, Melinda Ryberg.

*committee chair

** SDI Board of Directors



Salina Downtown, Inc. Destination Marketing Committee 2010 Plan of Action

*Mission: To develop and implement marketing plans and projects which
champion a healthy vibrant downtown community.*

Goal 1. Provide marketing support to the Friends of the River through current SDI marketing channels

- A. Website Link
- B. Standing marketing article in SDI newsletter

Goal 2. Develop a marketing incentive package for businesses to compliment or be included with the business incentive package.

- A. Target New Business
- B. Target Existing Businesses

Goal 3. Conduct Biannual Marketing Survey

Ongoing Program of Work

1. Market downtown Salina to local and regional audiences.

Objective 1: Continue a comprehensive media campaign to market downtown Salina.

Strategy 1: Identify target audience and message

Strategy 2: Develop media campaign and make media buys

Strategy 3: Develop comprehensive monthly feature article news release schedule

Objective 2: Create and distribute an attractive and functional Downtown Map & Directory.

Strategy 1: Identify needs and target market for downtown map and directory

Strategy 2: Design, print and distribute map and directory

Strategy 3: Utilize the SDI website as a marketing resource. (Check the possibility of interactive map on website linked to Google Earth.)

2. Coordinate cross-marketing opportunities through downtown's activity anchors & complementary businesses.

Objective 1: Develop and implement strategies to increase communication among SDI members and partners for marketing purposes.

Strategy 1: Continue to utilize SDI newsletter and e-newsletter advertising to promote downtown related activities.

Strategy 2: Actively work with the City/County offices, the Salina Regional Health Center and the Salina Area Chamber of Commerce to promote downtown activities, events and amenities.

3. Encourage events and activities that promote downtown to existing customers and attract new visitors to downtown.

Objective 1: Develop a plan for improved signage in downtown Salina.

Strategy 1: Work with the City of Salina to encourage the city-wide institution of a way-finding system.

Objective 2: Identify methods for marketing downtown amenities to retail and professional employees working in downtown.

Strategy 1: Develop strategies based on the outcome of the market survey.

Objective 3: Continue to develop signature special events.

Strategy 1: Continue to develop the Miracle on Santa Fe Christmas Festival and Parade of Lights as the primary signature SDI event. Continue and expand the existing partnerships.

Strategy 2: Continue to sponsor two community relations events. Boo Rama and Breast Cancer Awareness

Strategy 3: Continue to assist with the marketing of a maximum of five events:

1. First Thursday
2. Sidewalk Sale
3. Holiday Open House
4. Spring (March) Event to be developed
5. ?????