

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

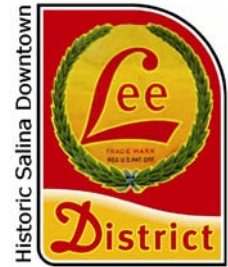
DESTINATION MARKETING COMMITTEE 12 noon, Wednesday June 9, 2010 Salina Downtown, Inc., 120 W Ash Street AGENDA

1. Call to Order
2. Additions or changes to the agenda
3. Approval of May 12, 2010 minutes
4. Action Items
 - A. 2010 Media Proposals
 - 1.) KWCH Television
 - 2.) KSN Television
 - 3.) Rocking M Radio
 - 4.) Eagle Media Group
 - 5.) Salina Media Group
 - B. Other Marketing Opportunities
 - 1.) Website development
 - 2.) Facebook page
 - C. Budget Allocations – balance of 2010
5. Event Evaluations
 - A. The MARKET
 - B. May Pole Painting Party
6. Event Planning – July Event – Sidewalk Sale
7. Other Action Items

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

*committee chair

** SDI Board of Directors



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

DESTINATION MARKETING COMMITTEE 12 noon, Wednesday April 7, 2010 Salina Downtown, Inc., 120 W Ash Street DRAFT MINUTES

1. Chairman, Phyllis Anderson called the meeting to order.
2. **Roll Call PRESENT:** Phyllis Anderson, John Berggren, Wayne DeBey, Orlita Dobkins, Sylvia Rice, Jamie Stroda. **(No Quorum)**
STAFF PRESENT: Phyll Klima
3. Additions or changes to the agenda: Ashleigh Thomson did a presentation on the implementation of social media for SDI.
4. Wayne DeBey moved to approve the April 7, 2010 minutes. Jamie Stroda seconded the motion. Motion carried.
5. Action Items
 - A. 2010-2011 Business Directory and Map
 - B. 2010 Media Proposals
 - 1.) **KAKE Television-** Orlita Dobkins
 - a.) 3 Options for TV ads
 - i. 132 ads @ \$296
 - ii. 148 ads @ \$321
 - iii. 196 ads @ \$400
 - b.) No annual contract (monthly)
 - c.) Can change ads every 2 months or so
 - 2.) **KSN Television** – Representative could not attend.
 - 3.) **Salina Journal** – Matthew Browne and Jamie Stroda
 - a.) 4 Different ad spots
 - i. Feature Square – \$100/mo annually, \$125 with no contract (7 sec refresh, 20 advertisers)
 - ii. Vertical Banner- \$225/mo annually (3 adv)
 - iii. Skyscraper- \$200/mo annually (3 adv)
 - iv. Inside News- \$150/mo annually VB \$225/mo annually SS (both 3 adv)
 - b.) Ads can be changed monthly @ no charge
 - c.) Front page receives 5,000 – 10,000 hits daily
 - 4.) **Salina Media Group** – Jenni Nugent had a family emergency and could not attend

C. Other Marketing Opportunities

1. Website development – Ashleigh will be working on some changes to the website.

2. Facebook page – SDI has officially launched social media websites including Facebook, Twitter, Youtube, and Flickr.

5. Event Evaluations

A. The Market – Discussed the possibility of running the Market weekly for the produce vendors. Jamie Stroda suggested allowing produce vendors to run a market themselves weekly- SDI would resume management for First Fridays.

6. Event Planning –

A. May Pole Party Marketing - Beth Vinson will be sending out press releases. Board members asked to take 5 registration cards to give to potential volunteers.

B. Facebook 101 for small Businesses – A webinar will be held at the Visit Salina conference room on May 20 detailing how to use facebook as a marketing tool.

7. Other Actions – There were no other actions

Phyllis Anderson moved to adjourn. Jamie Stroda seconded the motion. Meeting adjourned at 1:35 PM.

Phyllis Anderson*, Robin Ardrey, John Berggren, Sherril Bieberly, Robin Cates**, Wayne DeBey, Orlita Dobkins, LaVelle Frick, Karen Hauser, Emily Lykens, Sylvia Rice, John Ryber, Melinda Ryberg, Jamie Stroda.

*committee chair

** SDI Board of Directors