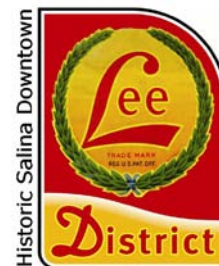


...to champion a healthy, vibrant downtown community!



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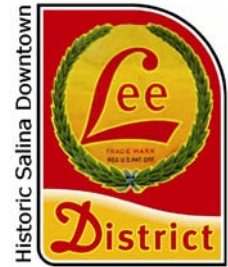
**Norm Yenkey**  
Property Developer

**Phyllis C. Klima**  
Executive Director

## DESTINATION MARKETING COMMITTEE 12 noon, Wednesday July 14, 2010 Salina Downtown, Inc., 120 W Ash Street AGENDA

1. Call to Order
2. Additions or changes to the agenda
3. Approval of June 9, 2010 minutes
4. Action Items
  - A. 2010 Media Proposals
    - 1.) KWCH Television
    - 2.) Eagle Media Group
  - B. Other Marketing Opportunities
    - 1.) Website development- Wed. July 21- suggestions?
    - 2.) Buttons- Pricing & event usage
    - 3.) SDI Vinyl Window stickers
  - C. Budget Allocations – balance of 2010
  - D. Cluster Marketing Application
5. Event Evaluations
  - A. The MARKET
6. Event Planning
  - A. BUDDY'S BLOCK PARTY – Sidewalk Sale – July 15
  - B. October Breast Cancer Awareness Month -
  - C. Big Boo Rama – Survey Results
  - D. Holiday Open House – Sunday November 7 Hours?
  - E. Christmas Festival and Parade of Lights Saturday, November 20
7. Other Action Items – Marketing Opportunities Mailing

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



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## DESTINATION MARKETING COMMITTEE

12 noon, Wednesday June 9, 2010

Salina Downtown, Inc., 120 W Ash Street

## DRAFT MINUTES

1. **Chairman, Phyllis Anderson called the meeting to order.**  
**Roll Call: Present:** Phyllis Anderson\*, John Berggren, Orlita Dobkins, Melinda Ryberg, Sherril Bieberly, Wayne Debey, Jamie Stroda, Robin Cates\*\*  
**Absent:** Robin Ardrey, LaVelle Frick, Karen Hauser, Emily Lykens, Sylvia Rice, John Ryberg  
**Staff:** Phyll Klima, Ashleigh Thomson  
**Guests:** Sarah Benoit (Sunflower Bank), Jeremy Oborny (Thiessen-Elise Salon), Jenni Nugent (Salina Media Group), Amber Potter & Christopher Miller (Rocking M Radio), Matthew Browne (Salina Journal), Susan Hawksworth (Smoky Hill Museum)
2. **Additions or changes to the agenda:** there were no changes
3. **Approval of May 12, 2010 minutes**  
Robin Cates moved to approve the minutes, John Berggren seconded the motion. Motion carried unanimously.
4. **Action Items**
  - A. **2010 Media Proposals**
    - 1.) **KWCH Television** – Have not received correspondence.
    - 2.) **KSN Television** – Robin Ardery was not available.
    - 3.) **Rocking M Radio – 6 month plan – The committee agreed to Option 1 by consensus.**
      - i. **Option 1:** Minimum 50-:30 commercial buy per month. (\$250 per month) Bonus: 25-: 15 “live reads” OR SDI Representative can come in to promote an event live.
      - ii. **Option 2:** Minimum 30-:30 commercial buy. (\$150 per month) Must be run in the same week.
    - 4.) **Eagle Media Group** – Dave was not available.
    - 5.) **Salina Media Group-** By consensus, the committee agreed to renew the contract for the front page ad square on KSALLink.com from July 1- Dec 31 : \$150 monthly.
    - 6.) **Salina Journal** – By consensus, the committee agreed to sign a contract for a vertical banner ad on the front page of salina.com from July 1 – June 30, 2011. \$250 monthly. Includes 2 free 2x2 ads in the Salina Journal and Applause monthly.

## **B. Other Marketing Opportunities**

1. **Website development** – SDI staff continues to develop a consistent branding identity for itself and the Lee District via the implementation of a new newsletter, social media websites and the use of Buddy Lee.

2. **Facebook page** – SDI recognizes that Facebook is a powerful marketing tool with an audience of 5 million users in June of 2010. Staff continues to utilize Facebook as a way to promote a healthy, vibrant, downtown community and market it's events to the public.

## **C. Budget Allocations – Balance of 2010**

1. Mike Harmon has asked for a \$300 donation for the KKOA Car show this year. No action was made on this proposal.
2. It was agreed by consensus to reuse the 32 downtown Christmas banners and alternate them with 32 Lee District banners.
3. It was agreed by consensus to keep the Salina Street Fair budget at \$1,000. (The same as 2009.)
4. It was agreed by consensus to allocate \$2,000 for 6 months for KAKE TV commercial advertising.

## **5. Event Evaluations**

**A. The Market** – Ashleigh Thomson reported that the Market is going well in it's beginning stages. SDI is continuing to utilize the newsletter and press releases to market the event. Robin Cates suggested the creation of a flyer or card to place in businesses participating in First Thursday events.

**B. May Pole Party** – Event was deemed a success.

## **6. Event Planning –**

**Sidewalk Sale** – The committee agreed by consensus to hold the sidewalk sale during the middle of July and tie it to the theme “Celebrate Independents Month”. It was generally agreed upon that having the sale during the first week of July would interfere with Fourth of July travel and vacation plans as well as downtown business hours.

**7. Other Actions** – There were no other actions.

**Motion to adjourn: Phyllis Anderson made a motion to adjourn. Wayne DeBey seconded. Meeting adjourned.**

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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



Destination Marketing Committee Budget  
2009

Category	2009 BUDGET	2009 ACTUAL	2010 BUDGET	2010 ACTUAL	Explanation
<b>BUDGETED INCOME</b>					
<b>Program Income</b>					
<b>Coop Billboard</b>	1,800.00	1,600.00	1,800.00		
<b>Marketing Op Sponsorships</b>	2,000.00	3,799.00			
<b>Service Fees</b>	20,000.00	20,000.00	20,000.00		
<b>TOTAL INCOME</b>	<b>23,800.00</b>	<b>25,399.00</b>	<b>21,800.00</b>		
<b>BUDGETED EXPENSES</b>					
<b>MISC MARKETING</b>					
Downtown Directory*	4,500.00	3,405.90	3,500.00		Printing, photos
Concordia Billboard	3,000.00	3,000.00	3,000.00		Coop Billboard with Visit Salina + 3 L.D Businesses
Seasonal Bilboards		1,403.98			
Sampler Festival	260.00	291.00			
Misc Print		200.00			
		8,300.88			
<b>TOTAL MISC MARKETING</b>			<b>6,500.00</b>		
<b>MEDIA ADVERTISING CAMPAIGN</b>					
<b>NEWSPAPER</b>					
Salina Journal & Salina.com	1,200.00	1,696.30	1,350.00		\$225/month for front page Salina.com, maintain courtesy page on Salina FYI and two 2 column X 2" Ads/month
LaVos		85.00			
Lindsborg Record		200.00			
<b>NEWSPAPER TOTAL</b>		<b>1,981.30</b>	<b>1,350.00</b>		
<b>TELEVISION</b>					
TV Hays -CBS	1,500.00	1,928.00			Event Based Ads in Salina only
TV Great Bend - NBC	1,500.00	655.00			Event Based Ads in Salina only
TV KAKE - ABC		371.00	2,000.00		
<b>TELEVISION TOTAL</b>		<b>2,954.00</b>	<b>2,000.00</b>		
<b>RADIO</b>					
Rocking M Radio			1,800.00		
Radio - Eagle/Oz	0.00	200.00			General Promo focused primarily Last 2 Qtrs
Radio - Salina Media Group	2,600.00	1,823.00			General Promo focused primarily Last 2 Qtrs
KSAL Link 1800.00			900.00		150/month
KSAL Radio 800.					200 - 10 second spots @ \$4/each
<b>TOTAL RADIO</b>		<b>2,023.00</b>	<b>2,700.00</b>		
<b>MISCELLANEOUS</b>					
					Smoky Hill River Festival
First Thursday	420.00	315.00	315.00		\$35 Monthly Coop Marketing with Cultural Groups
Salina Street Fair	1,000.00	1,000.00	1,000.00		SDI listed as major sponsor
KKOA Car Show Ad		306.00	300.00		
Morgan, Sound		200.00			OBCAM speaker system
Country Boys Carriage		1,223.78	1,010.00		
Western Associates		3,623.36	0.00		Reused 2009 Christmas with the Lee D mixed
OTHER		797.47			
Padded Map			410.00		
<b>Misc Total</b>		<b>7,465.61</b>	<b>3,035.00</b>		
<b>GRAND TOTAL</b>		<b>22,724.79</b>	<b>15,585.00</b>		
<b>EVENTS</b>					
October Breast Cancer Awareness		3,036.23			Shirts, Banners
Big Boorama	150.00	200.00	200.00		Coop with Art Center for 5,000 school flyers
Parade of Lights**	1,500.00	10,934.85	1,500.00		Carriage rides
Sidewalk Sale/Block Party	1,000.00	2,535.82	2,000.00	2,334.20	See packet at meeting
Supplies					
Miscellaneous ad placements	0.00				Graphic Design
<b>EVENTS TOTAL</b>		<b>16,706.90</b>	<b>3,700.00</b>		
<b>Total</b>	<b>18,630.00</b>		<b>19,285.00</b>		

NET AVAILABLE

5,170.00

2,515.00



Buddy's Block Party DRAFT

"CELEBRATING INDEPENDENTS!"

**BUDGET - event excluding contracted marketing**

**\$2,000.00** DATE: Thursday, July 15 5:00 PM – 9:00 PM

**COST**

EVENTS

	Entertainment
\$100.00	5:00 PM Wild Voodoo Too
\$200.00	6:15 PM Bruce Lacy
\$300.00	Sound System

	Sidewalk Sale
	Transpo Show
	The Market
\$300.00	Free Ice Cream

MARKETING

\$100.00	Flyers – Ashleigh design – print – in house or digital at Pronto Print or Consolidat
\$212.40	Buttons – Ashleigh design – 1,000 - \$400.
\$82.00	Tent Cards – Ashleigh design – print in house?
\$240.80	KSAL - Radio Ads
\$799.00	Salina Journal - two full page ads

**\$2,334.20**

Bag Stuffers – Ashleigh design – print in house – B/W Post link for merchants B/

BALANCE -\$334.20

CONTRACTED MARKETING

\$250.00	Radio – Amber - contracted
\$200.00	TV – KAKE – Orlita - contracted
\$150.00	KSALLINK – Ashleigh design - contracted
\$225.00	Salina.com – Ashleigh design - contracted

**\$825.00**

TOTAL EVENT PROMOTION COST (Excluding staff time)

\$3,159.20

ed

W & color