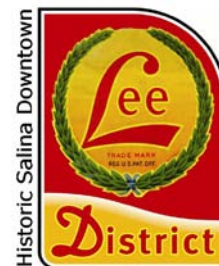


...to champion a healthy, vibrant downtown community!



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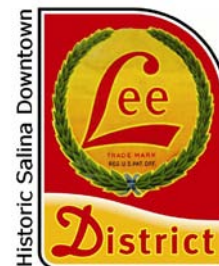
## DESTINATION MARKETING COMMITTEE 12 noon, Wednesday August 11, 2010 Salina Downtown, Inc., 120 W Ash Street AGENDA

1. Call to Order
2. Additions or changes to the agenda
3. Approval of July 14, 2010 minutes
4. Action Items
  - A. Other Marketing Opportunities
    - 1.) Website development- Wed. July 21- suggestions?
    - 2.) Buttons- Pricing & event usage
    - 3.) SDI Vinyl Window stickers
  - B. Cluster Marketing Application
5. Event Evaluations
  - A. The MARKET
  - B. BUDDY'S BLOCK PARTY – Sidewalk Sale – July 15
6. Event Planning
  - A. October Breast Cancer Awareness Month -
  - B. Big Boo Rama
  - C. Holiday Open House – Sunday November 7 noon - 5
  - D. Christmas Festival and Parade of Lights Saturday, November 20
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

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## DESTINATION MARKETING COMMITTEE

12 noon, Wednesday July 14, 2010

Salina Downtown, Inc., 120 W Ash Street

## DRAFT MINUTES

1. Call to Order – Chair Phyllis Anderson called the meeting to order.
2. Additions or changes to the agenda – Phyll proposed to talk about the KKOA Car Show contribution.
3. Approval of June 9, 2010 minutes – Melinda Ryberg moved to approve the June minutes. Wayne DeBey seconded. Motion carried.
4. Action Items
  - A. 2010 Media Proposals
    - 1.) KWCH Television – It was decided to go with the Hays & Salina ad proposals at \$1000 for 35 Hays ads and 37 Salina ads. 6a – 12a.
    - 2.) Eagle Media Group – It was decided to use radio ads and not do any TV ads. SDI will allocate \$800 to Eagle in order to advertise the Holiday Open House, Parade of Lights or regular SDI advertisements.  
**Wayne Debey moved to approve the 2010 media proposals. Melinda Ryberg seconded. Motion carried unanimously.**
  - B. Other Marketing Opportunities
    - 1.) Website development- Wed. July 21- suggestions should be mailed to Phyll Klima or Ashleigh Thomson.
    - 2.) Buttons- Pricing & event usage- Proposed “7 People an Entrepreneur Should Know” series and use of Lee buttons as incentive. Possible charge for Block Party buttons next year.
    - 3.) SDI Vinyl Window stickers- SDI will be pricing options for Lee D window clings.
  - C. Budget Allocations – balance of 2010
  - D. Cluster Marketing Application – Phyllis Anderson and Melinda Ryberg will look over this at a later date.
5. Event Evaluations
  - A. The MARKET – Phyll Klima reported that it has been hot at the MARKET, therefore driving down attendance. Recruitment is ongoing for August 5 vendors.

Event Planning

  - A. BUDDY’S BLOCK PARTY – Sidewalk Sale – July 15 – Ashleigh Thomson detailed the promotional materials
  - 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
6. 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

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