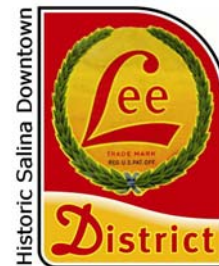


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## DESTINATION MARKETING COMMITTEE 12 noon, Wednesday August 12, 2009 Salina Downtown, Inc., 205 W Ash Street

1. Call to Order
  2. Additions or changes to the agenda
  3. Approval of July 8, 2009 minutes
  4. Marketing Opportunities – return reports
  5. Billboard Update
  6. Event Evaluations
    - July Sidewalk Sale and Transpo Show
    - KKOA Car Show – shuttle transportation sponsorship
  7. Event Planning –
    - October Breast Cancer Awareness Month
    - Holiday Open House
    - Christmas Festival & Parade of Lights
    - Holiday Lighting update
  8. Other Action Items
- Phyllis Anderson, Robin Ardrey, John Berggren\*, Sherril Bieberly, Connie Bonfy, Robin Cates\*\*, Jacque Connor, Wayne DeBey, LaVelle Frick, Karen Hauser, Sylvia Rice, John Ryberg, Melinda Ryberg, Jamie Stroda

\*committee chair

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## DESTINATION MARKETING COMMITTEE

**12 noon, Wednesday, May 13, 2008**

**SDI Meeting Room, 205 West Ash**

### MINUTES

1. Call to Order – Co-Chair Phyllis Anderson called the meeting to order.
2. Present: Phyllis Anderson, Robin Cates, Wayne DeBey, Karen Hauser, Robin Ardrey, Jaime Stroda, Melinda Ryberg, Sherril Bieberly. Staff: Phyllis Klima and Cindy Lamer.
3. Additions or changes to the agenda – None.
4. Approval of June 10, 2009 minutes – Wayne DeBey moved to approve minutes. Robin Cates seconded. Motion passed.
5. Marketing Opportunities – See Attached 2009 Brochure. Karen Hauser moved to approve brochure for mailing. Robin Cates seconded.
6. Mr. I – Plant Salina Project Marketing update – No money was used from the money allocated for photography. (\$750.00 – 1000.00) There will be a formal committee established to oversee art projects throughout City. The City will assist in finding a place to put the art panels that Mr. I completed.
7. Event Evaluations - None
8. Event Planning – Will be having “Buddy’s Block Party on July 16 from 5:30 to 9:00. It will include entertainment, transpo show, farmers market and treats. Flyers and postcards have been delivered downtown and to car show participants from last year.  
No activity to report on Breast Cancer Awareness month.
9. Other Action Items – All stakeholders meeting is July 23 at Chamber Development Center regarding the Chamber/SDI collaboration. Phyll received results from survey sent from city to BID members. Among suggestions were the possibility of “networking” quarterly. Robin shared that she is considering a “cluster group” to market with. Karen Hauser invited everyone to the Kansas Prairieland Celebration on July 26
10. Business Relocation – ETC moving to 134 S Santa Fe Sept 1.
11. Adjournment – Robin Cates moved to adjourn. Jaime Stroda seconded. Motion carried.

Andy Anderson, Phyllis Anderson, John Berggren\*, Sherril Bieberly, Robin Cates\*\*, Barry Collins, Jacque Connor, Wayne DeBey, LaVelle Frick, Karen Hauser, Sylvia Rice, John Ryberg, Melinda Ryberg

\*committee chair

\*\* SDI Board of Directors