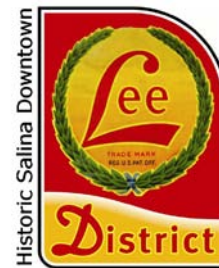


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DESTINATION MARKETING COMMITTEE 12 noon, Wednesday November 11, 2009 Salina Downtown, Inc., 120 W Ash Street AGENDA

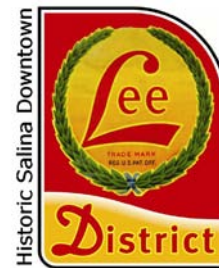
1. Call to Order
2. Additions or changes to the agenda
3. Approval of October 14, 2009 minutes
4. Financial Report
5. 2010 Committee Leadership and Plan of Action
6. Event Evaluations
October Breast Cancer Awareness Month
Big BooRama
Magic of Giving Holiday Open House
7. Event Planning –
Christmas Festival & 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, Orlita Dobkins, LaVelle Frick, Karen Hauser, Sylvia Rice, John Ryberg, Melinda Ryberg, Jamie Stroda

*committee chair

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DESTINATION MARKETING COMMITTEE

12 noon, Wednesday, October 14, 2009

SDI Meeting Room, 205 West Ash

DRAFT MINUTES

1. Call to Order – Phyllis Anderson called the meeting to order.
Present: Sherril Bieberly, Wayne DeBey, LaVelle Frick, Jaime Stroda, Melinda Ryberg, John Ryberg, John Berggren, Phyllis Anderson, Sylvia Rice, Wayne DeBey, Laura Pestinger, Robin Ardrey, Orleta Dobkins, Dave Martin, Dustin Schroll, Robin Cates. Staff: Phyllis Klima and Cindy Lamer.
2. Additions or changes to the agenda – Marketing ops added as 4a..
3. Approval of September 9, 2009 minutes – Robin Cates moved to approve minutes. Melinda Ryberg seconded. Motion carried.
4. Financial Report – See attached report.
4a. Marketing Ops – Robin Cates made a motion to do the Lindsborg Holiday tab and Eagle Radio ads which include radio and TV ads. Total for these ads will be \$1415.00. Sylvia Rice seconded. Motion carried. Journal tab deadline in October 16.
5. Light Pole Banner – Phyll showed the holiday banner which will go up. The committee liked the Lee District logo banner for after the holiday season.
6. 2010 Committee Leadership and Plan of Action – Committee members need to review and be ready to do a plan next month.
7. Senior/military package, promotion, deal or discounts - Sylvia Rice mentioned how strong a presence the military was in Salina. Suggested putting any discounts or promotions on the website.
8. Update on Office move to 120 W. Ash – The office is ready, but no phones until November 3.
9. Event Evaluations – October Breast Cancer Awareness activities were a great success. Robin mentioned how much fun the ladies had decorating bras.
10. Event Planning
Holiday Open House – Mailer went out this week. On The Pot will again allow parents to drop off their children while they shop.
Christmas Festival & Parade of Lights – Mailing parade letter on Thursday.
11. Robin Cates moved to adjourn and Phyllis Anderson seconded. Motion carried. Meeting adjourned at 1:15.



Salina Downtown, Inc. Destination Marketing Committee 2009 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

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**

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.

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 the Retailer's Roundtable to plan and coordinate retail promotions.

Strategy 2: Continue to utilize SDI newsletter and e-newsletter advertising to promote downtown related activities.

Strategy 3: 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 & the Miracle on Santa Fe

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

1. First Thursday
2. Health Care Professionals Week
3. Sidewalk Sale
4. Breast Cancer Awareness Month (new in 2007)
5. Holiday Open House