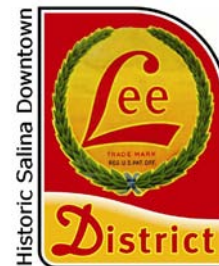


...to champion a healthy, vibrant downtown community!



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 December 9, 2009 Salina Downtown, Inc., 120 W Ash Street AGENDA

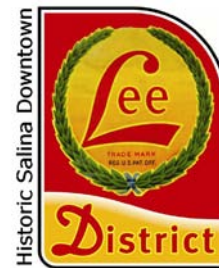
1. Call to Order
2. Additions or changes to the agenda
3. Approval of November 11, 2009 minutes
4. Financial Report
5. 2010 Plan of Action
6. Event Evaluations
Christmas Festival & Parade of Lights
7. Event Planning –
2010 Calendar
8. Other Action Items

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

** SDI Board of Directors

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



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, November 11, 2009

Board Room, 120 W. Ash

DRAFT MINUTES

1. Call to Order – John Breggren called the meeting to order.
Present: Sherril Bieberly, Wayne DeBey, LaVelle Frick, Jaime Stroda, Melinda Ryberg, John Berggren, Phyllis Anderson Wayne DeBey, Orleta Dobkins, Karen Hauser, Robin Cates. Staff: Phyllis Klima and Cindy Lamer. Guests: Becky with Buyers Guide.
2. Additions or changes to the agenda – None
3. Approval of October 14, 2009 minutes – Robin Cates moved to approve minutes. Phyllis Anderson seconded. Motion carried.
4. Financial Report – Committee budget is to zero.
5. 2010 Committee Leadership and Plan of Action – Phyllis Anderson will become Chairman and John Breggren will become Vice-Chair. The Plan of Action for 2010 was discussed. Phyll will present a draft of plan next meeting.
6. Event Evaluations –
October Breast Cancer Awareness Month – “Awesome event”.
Big BooRama_ Numbers a little down from last year, but still a good event.
Magic of Giving Holiday Open House. – Some retailers reported great day.
7. Event Planning
Christmas Festival & Parade of Lights – Entries for parade due Monday, November 16. Light pole decorations going up on Saturday, November 14.
8. Other Action Items – Becky from the Buyers Guide asked what they can Do to get in on Downtown advertising.
9. Phyllis Anderson moved to adjourn meeting. Robin Cates seconded. Motion carried.

Andy Anderson, Phyllis Anderson*, John Berggren, Sherril Bieberly, Robin Cates**, Jaime Stroda, Dustin Schroll, Wayne DeBey, LaVelle Frick, Karen Hauser, Sylvia Rice, John Ryberg, Melinda Ryberg.

*committee chair

** SDI Board of Directors



Salina Downtown, Inc. Destination Marketing Committee 2010 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

- A. Website Link
- B. Standing marketing article in SDI newsletter

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

Goal 3. Conduct Biannual Marketing Survey

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. (Check the possibility of interactive map on website linked to Google Earth.)

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 SDI newsletter and e-newsletter advertising to promote downtown related activities.

Strategy 2: 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 and Breast Cancer Awareness

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

1. First Thursday
2. Sidewalk Sale
3. Holiday Open House
4. St Patricks Day Parade ????
5. Spring Fling????
6. Farmers Market?????