



**DDA Creating Cool Committee  
 Tuesday, September 18, 2007 at 11:30  
 Location: DDA Conference Room**

**Committee Members:** Claudia Wallin (Chair), Jay Arons, Barb Barnes, Donna Beall, Kelly Biggs, Don Carlsen, Dan Cline, Mia Dvornic, Janet Fergin, Dave Gray, Darius Gueramy, Mary Shudark, Peyman Zand  
**Staff:** Christin Schwenke, Denise Hufford

**A G E N D A**

Item	Purpose / Outcome
1. Final website review	Great review of website. Many updates still needed, primarily in the business listing section. Concerns regarding "Downtown Opportunities" not readily recognizable. Search function has issues. Line through the address on map function. Photos were not pulled into businesses from previous website.
2. Updates: a. Movie Night b. Upcoming events c. Main Event review d. '08 sculpture concepts e. Christmas in July f. Winter event	a. No update b. See calendar of events c. Great event. Need to review date/possibly weekend after school starts/check with soccer club. d. Request for ideas to be posted to website soon. e. No update f. Probable retail event. Details being worked on by MDBA.
3. Tree light volunteers	Will need some volunteers to help hang corner bed tree lights next week.
4. Google Conference Room	Google in Ann Arbor will be dedicating a conference room to Midland. Need ideas on what to submit.
5. Comprehensive Mktg. Plan	Darius Gueramy volunteered to chair a subcommittee to develop the comprehensive marketing plan.
6. Other	Mia suggested having Downtown postcards specifically some with horticulture photos since that tends to be the answer of why many come downtown (to see the beauty). Photo competition suggested.

**2007 Action Items:**  
 1. Comprehensive marketing plan  
 2. Website update  
 3. Downtown brochure/map

**DDA Mission:**  
 The mission of Downtown Midland is to provide a vibrant and diverse center of business, cultural and recreational activity that attracts both Midland residents and visitors throughout Michigan and beyond.

**DDA Vision:**  
 Small city charm with big city choices