



**DDA Creating Cool Committee
 Tuesday, October 16, 2007 at 11:30
 Location: DDA Conference Room**

Committee Members: Claudia Wallin (Chair), Nancy Barker, Kelly Biggs, Don Carlsen, Janet Fergin, Neil Hershfield, Jan McGuire, Sue St. Charles, Mary Shudark, Chris Tointon, Peyman Zand

Staff: Denise Hufford

MINUTES

Item	Purpose / Outcome	
1. Updates: <ul style="list-style-type: none"> a. Breakfast with Santa b. 2008 Calendar c. Movie Night d. 2008 Sculpture Series e. Christmas in July f. Winter event 	<ul style="list-style-type: none"> - Breakfast in good shape – tickets go on sale Nov. 1 - 2008 Calendar looks good - Movie Night – Chris working with Site Services, working on a 3-year sponsorship plan, MCC will own equipment and partner with DDA. PG-13 movies one night a week for DDA (possibly start on Thursday and either stay or move to Fridays), G rated at MCC one night a week. - 2008 Sculptures – Dragons – need catchy title - Christmas in July – may be better to tie in with Tourist in your Town. Jan suggested having the house staffed to encourage visitors, possibly sell globes, possibly invite Mrs. Claus. Denise will take to MDBA - Winter event. MDBA working on “Shop Downtown Saturdays” for December. Would like to have a February retail event. Chris offered baby sitting from MCC at one of the downtown churches during shopping days. Denise will check into. 	
2. Budget	<ul style="list-style-type: none"> - Reduce Winter Festival, increase website, reduce newsletter, add All Star Game, add Movie Night, Add Billboard 	
3. Digital Billboard	<ul style="list-style-type: none"> - Ok to sub-lease to downtown businesses. Will need to set up parameters and billing system. Denise to work with MDBA and city attorney. 	
2007 Action Items: <ul style="list-style-type: none"> 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



<p>4. All Star Game, June 17, 2008</p>	<ul style="list-style-type: none"> - 5,000-10,000 people will be in Midland for games to run from June 17-21. Would like to partner with Loons for other activities. Peyman will ask Chris Mundhenk to join our committee.
<p>5. Other Website: edit function for opportunities approx. \$130.00</p>	<ul style="list-style-type: none"> - Yes – ok to make website improvements. Want to keep it as user friendly as possible. - Tree lights to be installed by Thursday, October 18 - Speakers still on the wish list.

2007 Action Items:

1. Comprehensive marketing plan
2. Website update
3. Downtown brochure/map

DDA Mission:

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DDA Vision:

Small city charm with big city choices