



DDA Creating Cool Committee
Tuesday, November 20, 2007 at 11:30
Location: DDA Conference Room

Committee Members: Nancy Barker, Dan Cline, Mia Dvornic, Janet Fergin, Dave Gray, Darius Gueramy, Neil Hershfield, Lauri Ireland, Mary Shudark, Chris Tointon

Staff: Denise Hufford

MINUTES

Item	Purpose / Outcome
1. Updates: <ul style="list-style-type: none"> - Breakfast with Santa - Movie Night - 2008 Sculpture Series - Winter event 	<p>Breakfast with Santa – 9:30 session sold out, 7:30 session has about 20 tickets left.</p> <p>Movie Night – Chris gave update. Site Services not able to be our main sponsor, need to look for a different main sponsor, foundation money, or smaller sponsors. Send Chris any ideas on possible sponsors.</p> <p>2008 Sculpture Series will feature Dragons – artist letters go out early December, still looking to nail down a name. Possibly Summer of the Dragon.</p> <p>Winter event – inside sidewalk sales at the Stadium – everyone liked the idea. Need to firm up the date and details with the Stadium, invite Circle Businesses, and think of creative activities to draw people in. If successful would like to add snow activities on the field – sledding, snowboarding, ice skating, etc. Make sure date doesn't conflict with MPS school vacation – Super Bowl weekend may work well. Also would like a live band to play.</p>
2. Budget update <ul style="list-style-type: none"> - Speakers/Design 	<p>Budget looked good. Chris Mundhenk discussed the upcoming Fan Fest around the All Star Game and how downtown can be included. Neil suggested playing the game live using our new movie screen possible down by the Tridge. Chris will keep us informed.</p> <p>Did not discuss speakers – ran out of time.</p>
<p>2007 Action Items:</p> <ol style="list-style-type: none"> 1. Comprehensive marketing plan 2. Website update 3. Downtown brochure/map 	<p>DDA Mission:</p> <p>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.</p>
<p>DDA Vision:</p> <p>Small city charm with big city choices</p>	



<p>3. Strategic Planning Date - January 30, 2008 Tentative</p>	<p>Save the date – still tentative at this point, but will know more next week.</p>
<p>4. Other</p>	<p>Marketing – Darius would like us to think about what type of message we want to send – also, need to get a consistent message out to the public. Will put on agenda for strategic planning.</p> <p>Neil suggested new benches have backs to them and that some be placed against buildings to look out to pedestrians. Denise will take ideas to Design committee.</p>

2007 Action Items:

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

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DDA Vision:

Small city charm with big city choices