



**DDA Creating Cool Committee
 Tuesday, January 15, 2007 at 11:30
 Location: DDA Conference Room**

Present: Claudia Wallin (Chair), Jay Arons, Nancy Barker, Donna Beall, Kelly Biggs, Don Carlsen, Mia Dvornic, Janet Fergin, Dave Gray, Neil Hershfield, Chris Mundhenk

Staff: Denise Hufford

MINUTES

Item	Purpose / Outcome	
1. Updates: <ul style="list-style-type: none"> - Movie Night - 2008 Sponsors needed: <ul style="list-style-type: none"> - Dragons - Tunes by the Tridge - Main Event - Parade Your Pet - Cruise 'n Car - Deals at the Diamond - MDBA 	<p>Movie night title sponsor ideas include Best Buy (Jay will approach) and LT Power. Need a \$10,000 commitment for equipment along with two smaller sponsorships of \$3,000-5,000 for annual costs. Still deciding on nights for MCC and Downtown. Possibly hold movie after Tunes?</p> <p>Dragon sponsorships are available. Working on the kick off party to be held June 6. Discussed possible not-downtown locations of sculptures including the Circle and the stadium. Also, discussed idea of small statues to give to each sponsor.</p> <p>Tunes by the Tridge line-up for 2008 is complete. Sponsorships are now available.</p> <p>Deals at the Diamond indoor sidewalk sales – February 2nd at Dow Diamond. Over 30 retailers lined up. Please promote event to your staff as a great sales event.</p> <p>All Star Game and Activities. Chris discussed plans for the Fan Fest before the All Star Game. Sunday, June 15 will be the biggest day and the Loons have invited downtown to participate in some way. Denise will take to MDBA for ideas. Possible close Main Street from Cronkright to Stadium to encourage people to go downtown.</p>	
2. Michigan Main Street Program	<p>Discussed possibility of no longer participating in this program. Committee will think about benefits vs. costs of program and discuss at Strategic Planning.</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</p>	<p>9:30 am – 1:30 pm, lunch included, Currie Clubhouse, please RSVP to Denise</p>
<p>4. Other</p> <ul style="list-style-type: none"> a. Budget b. Wi-Fi Update c. Marketing 	<p>Budget will be worked on at Budget meeting on January 21.</p> <p>Neil gave update on Wi-Fi issue. Working on having wi-fi free downtown 24/7, but needs advertisers. Pilgrim will be at next MDBA meeting to discuss with businesses. Need to come up with long term (3-5 year) sponsorships so that DDA can promote service.</p> <p>Summer Solstice meetings need to begin soon. Denise will work on committee meeting dates.</p>

2007 Action Items:

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

DDA Mission:

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DDA Vision:

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