



DDA Organization Committee
Wednesday, January 2, 2008 at 3:00 pm
Location: DDA Conference Room

Committee Members: Claudia Wallin (Chair), Bo Brines

Staff: Denise Hufford, Keith Baker

M I N U T E S

Item	Purpose / Outcome
1. Riverfront Proposal	Hamilton Anderson proposal should go to the Design Committee for approval. Denise will schedule a special Design meeting with the committee, Neil Hershfield, Keith, Claudia, and Bo.
2. Brand Midland	Great new branding image for Midland. DDA has been approached to participate and help fund this effort. Jon Lynch and Claudia agree that \$1,500 is an appropriate amount for the DDA to contribute.
3. Director Search	Job description has been updated and reposted. Deadline to apply is February 1, 2008.
4. Wi-Fi 5. Interlude 6. Michigan Main Street 7. Budget 8. Strategic Planning 9. DDA Board Agenda	<p>Wi-Fi – would like to provide free wi-fi in the downtown area.</p> <p>DDA is working with Pilgrim and Neil Hershfield to get the details together. Will meet again and then have Pilgrim present to the Creating Cool Committee and the MDBA membership to get their input.</p> <p>Interlude – contracted for 6 issues. Denise will find out size of space, circulation figures, and previous ads and articles.</p> <p>Michigan Main Street Program – debated the merits and usefulness of program. Will take to Creating Cool Committee to discuss.</p> <p>Budget – have a budget session on January 21 at 10 am</p> <p>Strategic Planning – Denise will coordinate a meeting with facilitator, Keith, and Claudia to plan day. Need to get past year information to facilitator and attendees.</p>

2007 Action Items:
 1. Budget Diversification
 2. Program Public Relations
 3. Board Development Activities

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