



**DDA Creating Cool Committee**  
**Tuesday, February 19, 2008 at 11:30**  
**Location: DDA Conference Room**

**Committee Members:** Claudia Wallin (Chair), Nancy Barker, Kelly Biggs, Don Carlsen, Dave Gray, Neil Hershfield, Mary Shudark, Chris Tointon

**Staff:** Denise Hufford

**MINUTES**

Item	Purpose / Outcome	
1. Updates: <ul style="list-style-type: none"> <li>▪ Movie Night Sponsor</li> <li>▪ 2008 Sponsors needed:               <ul style="list-style-type: none"> <li>○ Dragons x 10</li> <li>○ Tunes x 1</li> </ul> </li> <li>▪ Deals at the Diamond – MDBA</li> <li>▪ GLL All Star Game/Activities</li> </ul>	<p>Waiting to hear from Jay regarding main sponsor. Chris updated committee that main sponsorship is for the equipment (\$10,000) with additional sponsorships for operating costs. May need to break down individual nights for smaller sponsorships.</p> <p>Dragons – discussed possibility of off-Main street locations. Committee feels it’s a good idea, but that locations should be pedestrian in nature and the artist must agree. Possibility to get large dragon sculpture from Beaverton to use as a marketing tool on the circle. Discussed ideas for the kick-off party.</p> <p>Deals worked great – lots of good buzz and lots of good shopping. Need to use what worked for summer sales. If there is interest in doing kids/family activities should have a separate event at stadium.</p>	
2. Michigan Main Street Program	DDA has voted to withdraw membership.	
3. Strategic Planning Date <ul style="list-style-type: none"> <li>▪ SWOT</li> <li>▪ Mission Statement</li> </ul> <p><i>The Mission of the DDA is to enable a dynamic downtown environment that fosters economic growth.</i></p>	<p>Great day of planning and focusing. DDA seems to be focused on economic growth for the downtown area.</p> <p>Mission statement – would like to switch enable and fosters.</p>	
<p><b>2007 Action Items:</b></p> <ol style="list-style-type: none"> <li>1. Comprehensive marketing plan</li> <li>2. Website update</li> <li>3. Downtown brochure/map</li> </ol>	<p><b>DDA Mission:</b></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><b>DDA Vision:</b></p> <p>Small city charm with big city choices</p>



<p>4. Other</p> <ul style="list-style-type: none"> <li>▪ Summer Solstice Committee, first meeting is Monday, March 3<sup>rd</sup> at 9 am, DDA board room</li> <li>▪ Downtown Brochure Updates             <ul style="list-style-type: none"> <li>○ How many?</li> </ul> </li> </ul>	<p>Summer Solstice is looking at a Renaissance Fair atmosphere.</p> <p>Brochure – would like to order 15,000 and give them out at Loons game, during dragon kick-off, at All Star activities, etc.</p> <p>Would like a sign at the stadium directing people downtown – check with Janaea regarding possible wayfinding sign.</p> <p>Riverfront Proposal – Neil gave presentation to DDA Board. Will be looking for stakeholders to attend workshops in April.</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