



**DDA Creating Cool Committee  
 Tuesday, March 18, 2008 at 11:30  
 Location: DDA Conference Room**

**Committee Members:** Claudia Wallin (Chair), Jay Arons, Donna Beall, Kelly Biggs, Don Carlsen, Mia Dvornic, Dave Gray, Neil Hershfield, Lauri Ireland, Sue St. Charles, Mary Shudark

**Staff:** Denise Hufford

**Other:** Marie Pate, Northwood University

**MINUTES**

Item	Purpose / Outcome
1. Updates: <ul style="list-style-type: none"> <li>▪ Movie Night Sponsor</li> <li>▪ 6 Dragon sponsors needed</li> </ul>	Jay said that Best Buy is very interested in sponsoring this event. They do need more information so Denise, Jay, and Chris will work together to put a marketing package together. Claudia will check with Traverse City for any tips.  Jay suggested a Sword in the Stone contest with the quest.
2. Summer Solstice Ideas	Need to finalize plans and have the merchants decide on how they are going to participate. Kelly bought meat pies and sweet pies of examples of RenFair food – also looking into turkey legs.
3. GLL All Star Ideas	Close Main Street between Stadium and Cronkright all three days. Check with McKay regarding traffic issues.  Horse & Carriage or some other rides to bring people downtown.  Information tent with brochure, coupons, giveaway, Dragon quest, SS information, and dragon pennants  LED light to promote upcoming events. Dave will check prices.
4. Budget	May not need \$3,000 for Screen on the Green – if we get sponsors.  Discussed different types of marketing besides newsletter.
5. NU Marketing	Marie discussed a market study completed and discussed ways to improve their next market study. Will come to next few meetings to keep committee posted on progress.

**2007 Action Items:**

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