



**DDA Creating Cool Committee
 Tuesday, April 15, 2008 at 11:30
 Location: DDA Conference Room**

Committee Members: Claudia Wallin (Chair), Nancy Barker, Kelly Biggs, Laurel Bucci, Jody Cooley, 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"> ▪ Movie Night Sponsor ▪ 6 Dragon sponsors needed ▪ Summer Solstice ▪ GLL All Star 	<p>Best Buy interested in movie night sponsorship, but may need to find secondary sponsors. Brainstormed ideas and committee members will make preliminary contacts.</p> <p>Still need dragon sponsors, discussed possibility of sponsor recognition price break.</p> <p>MCV's Summer Solstice coming along – finalizing entertainment. Family activities from 5-9 with Empty Pockets from 9-midnight Mia may have a Elizabethan wedding – may need a horse and carriage.</p> <p>All Star – need a booth, fan prizes, picnic tables, popcorn, pop</p>
2. Midland Brand	<p>Talk to B&B about incorporation Downtown logo with Brand Store clings with business hours – MDBA?</p> <p>Downtown Happening Newsletter – Denise will try to send out reminders to businesses to send information for distribution. Possibly include a template.</p>
3. Newsletter Update	Discussed possible changes. Committee likes the 8 ½ x 11 size, glossy, 2-sided. With decreased costs may be able to send out 3 x per year. Denise will work on new design. Event calendar each time, larger text, website action
4. Promo Ideas	Mousepads, clips, post it cubes

2008 Action Items: 1. Comprehensive marketing plan 2. Update DT brochure

DDA Mission: The mission of DDA is to foster a dynamic downtown environment that enables economic growth.

DDA Vision: Small city charm with big city choices
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<p>5. Other</p>	<p>Kelly's twins going to China and looking for sponsorship – please contact her with suggestions. Great opportunity!</p> <p>Darius talked about marketing and economic development. Need to focus on business recruitment and how to market downtown to attract new business.</p> <p>Volunteer requests to Jan. Parade your Pet – have local beauty queens and/or prom queens help judge.</p> <p>Need to do surveys during events to measure success and see where are marketing is working.</p>
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