

DDA Creating Cool Committee
Tuesday, June 24, 2008 at 11:30
Location: DDA Conference Room

Committee Members: Claudia Wallin (Chair), Jay Arons, Nancy Barker, Barb Barnes, Donna Beall, Kelly Biggs, Laurel Bucci, Don Carlsen, Sandy Clark, Dan Cline, Jody Cooley, Mia Dvornic, Janet Fergin, Dave Gray, Darius Gueramy, Neil Hershfield, Lauri Ireland, Marty McGuire, Chris Mundhenk, Colleen Rabine, Sue St. Charles, Mary Shudark, Chris Tointon, Wendy Traschen

Staff: Tony Kulick

Minutes

Item	Purpose / Outcome
1. Updates: <ul style="list-style-type: none"> ▪ Movie Night Sponsor ▪ Highland update ▪ Summer Solstice update ▪ GLL All Star update ▪ Dragon update and repair 	Most of the discussion regarding June events will be postponed till the July meeting to permit Denise to present a report. General Solstice comments included there was too much time between 7:30 and 9 without music. Need to discuss if this is a retail or festival event. The need to tweak the web site or separate ongoing events from future events without having to search. The stadium had over 25K visitors over the weekend, the press was good and Fanfest well received. Once next years Loons schedule is finalized they will look at other special community events at the stadium for next year.
2. Billboard campaign renewal	The committee recommended renewing the billboard campaign for another year. The committee was not interested in advertising on placemats in the Saginaw market. Staff was to get the cost for local placemat printing.
3. Newsletter Update	The committee was well pleased with the June Newsletter and felt it was very professional looking and affordable. The committee wants to explore more enewslettering. One problem with enewslettering is downtown businesses getting information to Denise so she has information for the news letter. It was suggested that we try to develop some sort of automatic email to all downtown business the week of the enewsletter asking for information, specials or events. Members stated they tend to read an email from a person and delete emails that look like bulk spam.
4. Promo Ideas – mouse pads, clips, tattoos, pennants – placemats, Comcast	The committee reviewed the promotions used this year.
5. 2008 Action Items	No 2008 action items were set.