

MINUTES

DDA Creating Cool Committee

Tuesday, January 20, 2009

Location: DDA Conference Room

Committee Members:

Claudia Wallin – Chair	Don Carlsen	Neil Hershfield - absent
Dave Gray -absent	Sandy Clark - absent	Lauri Ireland - absent
Jay Arons - absent	Dan Cline -	Marty McGuire
Nancy Barker –	Jody Cooley –	Chris Mundhenk -
Donna Beall –	Mia Dvornic – absent	Cristina Myers –
Kelly Biggs –	Janet Fergin – absent	Colleen Rabine – absent
Laurel Bucci – absent	Darius Gueramy – absent	Sue St. Charles –
Wendy Trachen – absent	Gretchen Pretty –	Mary Shudark - absent

Staff: Kulick, Hufford

Agenda Items:

1. The Committee welcomed Gretchen .Pretty

2Updates –

- **Deals at the Diamond** – took place on January 31, 2009. Hufford reported on a survey of participants that was taken, cold seemed to be the main negative comment. Most respondents indicated they would come back next year. Several indicated they felt the crowds were down but sales were up.
- **Summer Sculpture Series** – Kulick Reported on the 16 frogs that were chosen for 2009. Nine of the frogs were preformed and seven were free formed.
- **Ride and Drive** – Kulick reported that he has spoken with the Gm representative. GM is still interested in partnering with the Solstice event but their funding is quite different than it was last year. GM is going to try to get the local dealers to cover more of the cost of the event than they anticipated last year. More details will be presented next month.
- **Iceless Ice Rink** –No action has been taken concerning the Iceless Ice because the February 11, 2009 DDA meeting had been cancelled.

3. Web Site Analysis Tools – Kulick presented the Committee with a spread sheet showing the usage of the DDA web site for the last quarter of 2009.

4. Wi-Fi Usage – Kulick presented the board a chart showing the number of Wi-Fi connections made in the downtown each month for 2008. The DDA and members need to do a better job of promoting free Wi-Fi in the downtown. The DDA needs to pursue better Wi-Fi Coverage near the Farmer's Market and Tridge.

Meeting Adjourned at 12:35 pm