



**DDA Communications Committee**  
**Tuesday, March 16, 2010 at 11:30 am**  
**MINUTES**

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**Committee Members Present:** Claudia Wallin (Chair), Jenny Anderson, Marty McGuire, Doug Thompson

**Committee Members Absent:** Paula Liveris

**Staff:** Selina Tisdale

*The Communications Committee meeting will be moving to 11:00 am on the third Tuesday of the month to accommodate the addition of Creating Cool at noon.*

**Marketing Updates (Incubator, Website, General Downtown)**

*The Committee reviewed direct spending in the Marketing Budget so far for FY09-10:*

- *Obtain a cost break down for ads that are event related vs. image related? - DDA marketing budget should focus on image advertising and downtown calendar of events.*
- *Jenny will bring stats on the hits to the MDN clickable ad to the next meeting.*
- *Selina will provide an evaluation of current print advertising mix and value.*
- *Reviewed ad in Great Lakes Bay magazine and questioned if there was a better use of those advertising dollars.*

*Selina reported that the website redesign could potentially take place in house with the downtownmidland.com website being possibly hosted on the City's server. Committee will begin looking at website content in April.*

*Downtown Midland Facebook has been launched.*

*Meeting Adjourned at noon.*