



DDA Communications Committee
Tuesday, August 24, 2010 at 3 p.m.
MINUTES

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

Staff Present: Selina Tisdale

Selina reviewed the status of the downtownmidland.com website redesign slated for launch in late fall.

Reviewed success of Taste of Downtown event and discussed opportunities for improvement.

- Discussed the opportunity to provide more street musicians throughout the summer for non-event evenings; they seemed to be a big hit and added to the atmosphere of Downtown.

Reviewed the plan for the Main Street Glow, which will kick off the ReMax Balloon Fest in Downtown Midland on Thursday, Sept. 16.

Claudia asked that the DDA office do some research into opportunities to nominate our Downtown for recognitions.

Meeting adjourned at 12 p.m.

DDA Strategic Plan 2009-2013 - Communication

Goal 5: Improve communication to public

Implement consent agendas w/ discussion items for televised board meetings; Investigate use of new technologies; Develop an external communications plan; Utilize market research studies; Yearly events calendar.

Goal 6: Improve internal communications

Communicate/discuss committee progress at Board meetings; Report trends from city.

Goal 7: Improve communication with strategic partners (CC)

Improve communication with MDBA, Chamber, Visitors Bureau, MAMP, Midland Tomorrow, etc.; Enhance relationship with MDBA – clarify roles of MDBA; reduce committee duplication; clarify liaison.
