



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

MARKETING MEETING

January 25, 2017 – 7:30 a.m.

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

Minutes

1. Windsor media kit & downtown trifold
 - a. First edition – items needed?
More advertisers needed – not going as well as she thought. Not great response to it so far. Look to March delivery – springtime opportunity instead or February 12th date as planned. Total: 12 to make it work. Currently have 5. More issues with getting ahold of people than hearing a lot of no's. CP – may not work for Feb 3rd (12th distribution date)
Kristie – generate a couple extra distribution dates – Greeley or Loveland visitor's center?
Maybe spring could be themed about new start – health and beauty focus?
Home theme – manwieler, gift shops, hot tubs, ...
Matt – business blitz idea for business survey

2. 1st quarterly newsletter – February
 - a. Façade program (hearth highlight)
 - b. Info from staff about new format, quarterly with snapshot info to better communicate with you (our businesses). **Matt to write**
 - c. Chamber after hours save the date
 - d. Update from Steve on the mill – **Matt**

Flow of information – for simplicity send to Matt first and he'll either kick to email, newsletter, meetings, etc.

3. Website, social media updates
 - a. Website – worksession update
Web map – make sure Jamie has the info. new map to go out prior to feb 8th meeting.
 - b. Local business spotlight on social media
Include info as mini-blast for businesses (10 days after quarterly). Include social media suggestion of the quarter for main newsletter? Or as a stand-alone blast like that so it doesn't get lost in the mix. Could do a monthly blast – couple sentences and reminder to share. Highlight previous month shared.

4. Upcoming events
 - a. Chamber after hours 2017 – date and location
First quarter open. Pick a first and second. March, april, may
Kristie – worked really well at Arts & Heritage cultural center. Will need to get liquor license for \$100. All agree that's a good spot if we can secure the date with their schedule. When the DDA did it last they extended the invite to all DDA people, as well. Last time had 70-100 people. KM will solidify date.
 - b. Strategic planning session – feb 1st

Note: Double Underlined items indicate attachments.



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Matt to bring food. Looking at key initiatives from last year and ideas for looking forward. Action items and future projects.

c. 2nd website worksession – feb 8th

Will roll in with marketing meeting. Jamie may not be there, but will make comments on items prior to meeting.

d. National main st conference – pittsburg may 1-3

Jan 31st deadline to register as early-bird. Let Matt know if anyone wants to go by Friday.

5. Communications

a. Windsor kindness week

KM – talked to creator of it and she thought it was successful and positive.

Opportunity to improve and grow it. Cristin – well received.

Other notes – switch marketing to 2nd Wednesday in the morning? Tbd – Jamie has a conflict but not sure that will continue much longer. They can switch again if need be. Make agenda for feb 8th – 1 hour of worksession & 30 minutes marketing. KM will coordinate with Kailee to update calendar.

Time allocation for marketing – generally 1 hour is good.

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