



**WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY**

P.O. BOX 381, Windsor, CO 80550

[www.windsordda.com](http://www.windsordda.com)

**SPECIAL WEBSITE WORKSESSION #2**

**&**

**MARKETING MEETING**

**February 8, 2017 – 7:30 a.m.**

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

Attendees: Kristie Melendez, Dean Kohler. Staff: Matt Ashby, Barbara Kloth

Minutes

- A. Call to Order
- B. Roll Call
- C. Review Web Maps

Minor changes suggested to titles.

- D. Recommend Changes for Website

Discussion on overall look and feel of the new website. All notes to be included in the final updated items. Updates (written & map) to be sent to Kristie to send to webmaster. May have to schedule a call to follow up and hear on pricing, etc.

- E. Marketing Meeting Items

- 1. Chamber After Hours: Arts & Heritage Center. Date & Time? – Kristie

Event is set for April 12<sup>th</sup> from 5-7PM at the Arts and Heritage Center.

Matt to coordinate with Patti on Liquor license. Staff to recruit businesses for food & beverage sponsorships.

Discussion: Last year they did a "Taste of Downtown" them and had restaurants provide food and beverages. Last year 711 said they would like to help out. Make sure we talk with them, perhaps could provide water &/or soda? Also talk to Forgotten Roots about wine. Other items needed include a couple door prizes for give aways during the event (i.e. \$20 gift certificate) and items for goodie bags. DDA has bags and we could put in brochures and coupons/swag any businesses care to provide (approx. 75 needed). Any sponsoring business will get a Facebook and Instagram highlight (i.e. picture of tray of food on Instagram and Thank you post tagging them on Facebook).

Would you like to sponsor or participate in any of the following ways for the DDA's Chamber After Hours Event?

Put me down for:

- A Door Prize for attendees \_\_\_\_\_
- In the Bag Items  
coupons, brochures, business cards, etc. (75 needed)
- Food \_\_\_\_\_
- Beverages \_\_\_\_\_

- 2. First Quarterly newsletter out. Mini-blast suggestions?

Note: Double Underlined items indicate attachments.



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Discussion: Schedule a set date for mini-blast to go out (i.e. 3<sup>rd</sup> Thursday of the month) so they are occurring regularly. **BK to check with Jamie on ideas for the social media tips/corner** – one time or ongoing? Make sure newsletter items are getting onto social media.

3. Trifold update – Cristin

No update available.

4. Springboard Signs – Barbara

Discussion: Need DDA logo on top of all printed boards. No to the actual chalkboard style board since it would require more upkeep. Perhaps do a steel board with magnets from businesses that will be open late. **Staff to come up with design to present at next meeting.** Will want to go out to bid on the printed sign itself but probably just buy the bases. **Staff to determine/ map out when signs will be used** – late events vs. daytime, to get an idea of what we want them to show.

5. A Year in Promotions – Matt

Discussion: Explanation of working with business owners to get all the specials ahead of time to improve marketing opportunities. Concern that businesses may not participate or (worse) change the specials and then our materials will not match. Preference is to keep as ongoing for specific events (Small Business Saturday, Windsor Wonderland, Farmer's Market/Concerts in the Park). The checklist concept is a good idea to use for these specific events. **March/April – send out blurb about farmer's market and concerts in the park starting soon (May) and ask who is going to be open late and if they have any specials to promote.**

F. Adjourn - Approx. 9AM

Note: Double Underlined items indicate attachments.