



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

MARKETING COMMITTEE MEETING Wednesday, August 24, 2016, 7:30AM 301 Walnut Street, First Floor Conference Room Windsor, CO 80550

Meeting Notes

Attendance: Bob Winter, Dan Stauss, Dean Koehler, Kristie Melendez, Cristin Peratt Staff: Barbara Kloth (Phone)

1. Windsor Now! Ad – Progress Report

Discussion: CP: suggest alternating between retail and non-retail businesses in the ads. KM: Need to get September & October taken care of and then can work on rotation. Suggest checking with the spa. Suggest also to look at the package in October that was sent out to review materials and dollar amount for ads, and whether DDA will continue the ads in the 2017 budget year.

Concerns that the website directory is not correct with links not pointing to the correct information.

KM: Alicia **Stice(sp)** is a new reporter at the Beacon who is looking for news in Windsor for articles.

Action: Windsor Now! Ad information to be submitted and reviewed at October marketing meeting.

2. September Newsletter Topics, Please include:

a. Seeking businesses to be profiled in our monthly Business Spotlight

KM: Two “volunteered” businesses are set up, but could move someone else forward if they are paying for an ad.

b. Back to School Focus – Downtown Shopping Opportunities
Sept 4th item.

c. Mill Project Update

Discussion: It sounds like the third party analysis is showing the DDA report to be pretty close. Next steps will be looking at requests, and probably another update and contract extension.

Old Fort Collins mill (\$10 million project) to be re-habbed, their DDA to contribute \$535k toward it. Article was in the Beacon or Coloradoan recently.

d. Appreciation Event Announcement



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Downtown Appreciation BBQ to be held Sept 28th from 5:30-7:30pm in the backlot.

Discussion: Fire department lined up. Put in newsletter and send out postcards to the 175-person list. RSVP by the Monday prior so there is a decent count for food.

The board also brought a dish to pass, also. Also invite: blue ocean/mill project, library, potential DDA members. Board is looking for membership feedback at the event. 2 years ago there were 30-40 people, many they hadn't seen in a long time.

Dean to get tables/chairs. Bob in charge of the grill and burgers and buns. Board members to contribute a side dish. May also bring the backpacks/bags DDA has.

Other Discussion: Marketing meeting to 21st & general board meeting 28th (Swap)

e. Halloween Event Announcement

Michelle asked about partnering on it – 1500-1700 kids attended last year. The Chamber will have a table for people without a space on the street. DDA may set up there, as well.

Action: Barbara to find out how many rack cards we have remaining – may need to order more.

3. Website, Social Media Updates – Discuss options for freshening up

Discussion: Look at business directories on the website and update to current items and correct links. – Kaylee/Barbara Kaylee has already done some preliminary work on the website. Suggest first to look at the most recent contact list so they can get basic location information on website.

Barbara and Cristin to help keep facebook more active. Will discuss with Kaylee to get editing privileges. Include “Like us on Facebook” on postcards for Appreciation event.

A New Business Resource Guide is available. Look at posting online, should already be on the Chamber's page.

BK asked about business survey; committee suggested it be emailed out separately after the party to update business info.

Other: Add hope walk to newsletter as upcoming event.



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KM: Need more photos on website, asked Matt specifically to get photos, especially new banner photo. Call for photos – drop box can be used. CP: Recommend using Instagram for photos, creating a hashtag for DDA.

4. Advertisements – WindsorNow Magazine Option

CP: Digital magazine to be mailed out to board members. It's an upscale, glossy magazine to supplement weekly paper. Does DDA want to do page? Circulation is approximately 9,000. Plan to be folded. Suggested they look at packing differently. KM: Recommend holding off for this year so they know their budget better, considering large projects like the mill, etc.

5. Communications

KM: The Chamber and Town are starting to put together winter wonderland event. DDA might assist and participate again.

The Town is taking very direct stance to getting farmers market started; shelter to be built on concrete pad intending it to be the farmers market. KM let them (Town) know DDA wants to be involved in some way, also. It might be a good space for other events, as well. Do they need to consider annex into the DDA boundary? **Put on agenda for consideration next Board meeting.**

Other: Promote holiday shopping downtown in conjunction with small business Saturday. Hand out bags with logo. Show bags at appreciation and let businesses know they can have some to hand out if they want.

CP - Older flier had a map, shop local for holidays, info at some stores available.

Recreate to hand out.

Adjourned: 8:30 AM
