



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

MARKETING COMMITTEE MEETING

Wednesday, September 21, 2016, 7:30AM

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

Attendees: Cristin Peratt, Bob Winter, Craig Petersen, Dean Koehler, Jamie Chavez, Patti Garcia **Staff:** Barbara Kloth

Meeting Notes

1. Windsor Now! Ad – Review Sales Package

Wraps/Business spotlight: October and November sold. Looking for a December. **Dean will talk to a couple people and see about getting a December business.** Word of mouth is how most businesses have gotten on board; however, it has been slowing down and may have run its course. But maybe they keep the monthly business spotlight? \$35/month for businesses. DDA was paying \$325/month print and \$85/month for online.

Christin handed out large “Downtown Windsor” trifold which includes business ads and map, is created and distributed quarterly and is an insert to Windsor Now. **Christin will have pricing for this next time and comparison for the Windsor now business section ads.** There was general agreement on the large trifold quarterly over continuing the Windsor now ads into next year. The preference would be to spend approximately the same amount of money (or less) on it.

2. October Newsletter Topics, Please include:

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

Only needed for the month of December 2016

b. Fall cleaning / yardwork – downtown suppliers

Discussion on city clean up dates. There is typically a Spring one. **Patti will check on if there is a fall date.** As far as advertising for supplies Manweiler would probably be the only one to include.

3. Website, Social Media Updates

Concern with business directory issues, calendar being out of date/not updated. Must be mobile-friendly. Downtown Louisville restaurant page is great example. **Patty will check on website contract details / remaining time. Put some money in budget to work on this for next year (Matt); Christin & Dean will find some information on pricing to bring to next week’s board meeting.** They’re trying to find someone local/ in DDA if possible.

a. Facebook

Update on plan to be current / active. Christin and Barbara now have editing capabilities. **Posts will occur weekly replicating articles from newsletter.** Everyone agreed that sounded good.



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b. Instagram

Discussion on setting up an account and hashtag. Christin and Jamie to head up. Promotion for the holidays idea to build the page – i.e. Post a picture of Christmas shopping downtown with # to be entered for a prize. Could vote or do random drawing for winner(s).

4. Upcoming Events:

a. Appreciation Event - Sept 28th from 5:30-7:30pm

Setup begins at 5pm

- Fire Dept – Grill (arriving at 5pm)
- Bob – got 48 burgers, will get brats, will get condiments
- Dean – got tables and chairs, will haul there as well
- Fire dept – bringing the grill
- Janet – baked beans
- Craig – potato salad & chips
- Christin – veggie tray
- Jamie – plates, napkins, silverware
- Patty – submit receipts stating “DDA appreciation event” for reimbursement

b. Trick or Treat – Saturday, Oct. 29th

Kristy has some DDA bags she'll hand out to businesses.

c. Backlots Meeting -

Stay tuned for details at the Board meeting.

5. Communications

6. Other Items:

New Rack Cards available/distributed (Patti)

A welcome package for new businesses would be nice (Christin)

Discussion of façade program and trees at Absolute Hair.

Dave Roberts of Spokes to come next week for the Board to share on façade program.
