



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

MARKETING COMMITTEE MEETING

Wednesday, October 26, 2016, 7:30AM

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

Attendees: Kristie, Christin, Jamie, Dean, Craig, Jennifer Bradley.

Staff: Barbara

Meeting Notes

1. Windsor Now! Media Kit & Downtown Trifold

Current items pricing for print and online: total is \$1080/month; DDA portion is \$410/month. Businesses are paying for ads to make up the difference. It is very difficult to find people to do the ads. Ads are subsidized by DDA. Originally had 16 ad places; currently 12 spots.

Trifold: \$1,500 would get 10,000 printed trifolds inserted into Windsor now. Space for 12 ads. So, if you sold each ad for \$100 the gap is \$300/printing. Really positive responses from people on it. Positive response to maps. Could expand into more panel print if it goes over well later on. Concurrence on doing it quarterly with a seasonal kind of theme (i.e. October – December for Holidays).

Look at maybe \$500/quarterly for DDA to pay to “sponsor” ? The trifold option does not include online format. **Christin will look into the online pricing.**

Library looking to buy space to support small businesses. One-day program to support small businesses for the Holidays. Part of their strategic plan is to partner with local businesses/ organizations.

Nov 6th and Nov 27th wrap dates so they can promote Windsor Wonderland in the second mailing.

a. December business secured for business spotlight? (Dean)

Jane at Windsor (?) Massage 5-Points may be interested next to Kreiger Chiropractic (who does their schedule).

b. Trifold pricing – ads and printing (Christin)

2. Marketing Stats Report for 2016

BK stats. Kristie – no time to read it. They're busy! But that is a good open rate. Quarterly standard, add events as single blasts as needed. Maybe doing a “snapshot” or “highlight” with a 2-3 bullet points so that people can just read quickly in the other



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months. I.e. Quick what's new, major initiatives. Questions on how to get people on the newsletter? Businesses doing chamber after hours or canvassing. Suggestion to post on Facebook. Run quarterly with new trifold – January, April, July, October. Interested in what those stats show from the initial newsletter going out. **Check with Town on how far back those stats go.**

3. November Newsletter Topics, Please include:

a. Upcoming events – Windsor Wonderland (Dec 3rd). Holiday open houses – Nov 15th – 19th; Christin will put together list to include. Small Business Saturday. Christin heard the Beacon sold but don't know to whom. Studio 601 got a new sign (new owners?) that says "Pamela's." Manweiler is planning to do a black Saturday – all four appliances for certain price. **Ask Matt about Downtown Inc. conference thing he can share in the newsletter. Our Main Street status update and what that means. Tout the Façade program – increased funding available (w/quick steps) \$x. Could include a recent project before and after.**

December – mill closing?

4. Website, Social Media Updates

a. Website contract update (Patti)

Kristie to check on website stats. Hosting contract just renewed.

b. Website re-boot cost (Dean & Christin)

Not necessarily needing a full re-boot. Even a list of businesses is helpful but can be outdated since the information comes through the Town. Tried many times before trying to get businesses involved but you only get a very small percentage of people participating. Can do a lot with current one. Change pictures, etc. Could the mapping/cleanup be a responsibility of the marketing committee to do one page at a time? Concern that the calendar is out of date. **Matt/Barbara need to let Kailee know asap of changes so she can update the calendar.** Business directory probably okay but not much more than that because people aren't coming to look for it on the DDA page – they go to google or yelp. Kristie- could look at automated system linked to the Town to code as DDA and pull businesses. **Maybe need to do**



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a special website work-session meeting. Come up with wishlist and then go to developer and see how much it will cost to do.

c. Facebook

Update on facebook posts occurring regularly.

d. Instagram – tag using #WindsorDDA

4 followers so far. Veterans Day flag promotion would be a good photo with all the flags up on Main Street. Post a picture of Halloween Trick or Treat event. If you don't want to post it you can send to Jamie and she will post (307)630-1732. Share credentials with Jamie so she can share onto facebook.

5. Upcoming Events:

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

b. Small Business Saturday – November 26th

Jennifer – doing something simple like treats/ refreshments for people shopping in the area. Bigger project would be to do a punch-card for people shopping at different businesses and people could enter into a drawing for a gift at the library when their card is punched.

An issue with punchcards in the past has been with all the logistics involved. How about just show a receipt? For each receipt from that day they get a registration. The first 200 also get a bag and could register for the prize then for a mixed basket or \$25 gift certificate for a businesses of choice in the DDA. Or \$100 total but increments of 25 so they can spread it out. They can tell us what businesses they want the certificates/cards for. Stamp receipt to know it's been used. Name, Phone, Email on registration. Maybe look at taking out an ad in the newspaper with the information. Oct 30, Nov 6th, 13th, 20th publish dates. Do the 13th & 20th. Could do \$180 for a ¼ page. Money is available in the budget. Jennifer, Kristie, Christin to mock up an ad for everyone to look at. DDA will find a spot, do the bags, registration forms, pay for the ads. Library will bring table, bookmobile, man the table. DDA can put in \$200 and library \$100 so three prizes of 100 each.

c. Chamber After Hours 2017 – date & location

6. Communications
