



**WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY**

P.O. BOX 381, Windsor, CO 80550

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

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**MARKETING COMMITTEE MEETING**

**Wednesday, November 30, 2016, 7:30AM**

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

**Attendees: Cristin, Kristie, Craig**

**Staff: Barbara**

**Meeting Notes**

1. Windsor Now! Media Kit & Downtown Trifold

Changing from the “wraps” to the quarterly trifold insert. 12 ads, \$100/each. \$1500/quarter to do them – so DDA portion to make the difference would be \$300 quarterly, \$1,200/year. That’s for the print only portion. 10,000 copies in the Sunday WindsorNow. *Previously ‘approved’ (consensus) by committee with final details to be finalized.*

Other notes: this option is less than line item from previous years. That leaves the extra budget to allow for event promotion, etc. Also, Kristie & Cristin will come up with cover design. We need some good photos to use for the cover and for other materials; not just main street with parked cars (Matt).

a. Online pricing

About \$100/month to get the number of impressions we need to get the impact we really want. Can do PDF or live link version – expectation is to use live links to click direct from ad to sponsor page.

\$2,400 print and online for the year.

b. Start Date – January 2017?

Anticipate 2 weeks for printing. First one Feb 5<sup>th</sup>. Leave exact quarter dates a little flexible to accommodate the special events and what Cristin hears from customers.

3<sup>rd</sup> quarter: Mid-July back to school issue.

4<sup>th</sup> quarter: holiday issue.

c. Ad space solicitations - Cristin

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### 2. December Newsletter Topics, Please include:

New quarterly newsletter to begin in January.

December blast – get something out to business owners tomorrow AM to let them know about the event – hundreds, thousands of families going to be downtown, prepare for them – draw them in. (Kaylee/Barbara)

- a. Nov-Dec newsletter combined (event focused)
- b. Happy holidays mini blast Dec 19<sup>th</sup> – include that Cristin will be out and about talking to businesses about the new 2017 marketing campaign. (Kailee/Barbara)

#### c. January Newsletter to include:

Façade Program – funding available & quick steps

mill project & updates

what it means to be a main street community or an upcoming MS event/program

new advertising opportunity

modified newsletter format – quarterly with more frequent news-briefs

committee dates/times – what they do, looking for fresh blood!!!

Other notes: how do we get more people on the committees? Ways to be involved postcard? Approx. \$400 each major mailing? Ask Matt to get more people pulled in to – talk about the accomplishments/successes to engage people. Need to be there in person to successfully solicit. I.e. do committee meetings at Nana Bees for free coffee (on the DDA) for marketing meeting. Meet at the businesses, even retail space, for a few to sit and do the meeting. Identify meetings and committees for next year and then determine locations to host. (Board Agenda)

### 3. Website, Social Media Updates

#### a. Website – mapping / revisions work session

Send Doodle work session for 7:30am-9am times for dates in January (4<sup>th</sup>, 11<sup>th</sup>, etc.) that Matt is available (Barbara).

#### b. Website re-boot cost (Dean & Christin) – will determine once we have our wish list.

#### c. Facebook

#### d. Instagram – tag using #WindsorDDA

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If you don't want to/are able to post a picture you can send to Jamie and she will post (307)630-1732.

#### 4. Upcoming Events:

##### a. Windsor Wonderland – December 3<sup>rd</sup> Noon-5pm @ Boardwalk Park

Map of activities to be provided as part of the event. Cost of event is about break even with current funding (\$2500) right now. Could 'pay for' a bit of space on the map area to name restaurants that will be open during the event.

##### b. Chamber After Hours 2017 – date & location

February 14<sup>th</sup> or March 14<sup>th</sup> depending on Matt's schedule and when Windsor Spring Break occurs. Location: Arts & Heritage center. **Check dates & let the Board know (Matt).**

##### c. December meeting date – **cancel (Matt).** Next meeting will be January 25<sup>th</sup>

#### 5. Communications

Small Business Saturday Debrief – **check how much we spent on newspaper advertising (Cristin).** Only had 40 entries to the library raffle. A lot of businesses said they didn't know it was going on. No posters were up – try to get up in every store next year. The library thought Pike's was not the best location since it was off the beaten path – perhaps better to be in front a business. Concern that things weren't set up on time either to prepare for the event. Library is willing to do it again with some changes – more promotion. Make sure the businesses know about the library raffle going on.

The flier / questionnaire about specials that we can advertise has to be done in person – DDA has done it previously but only get success when they go door to door and do the legwork for the businesses. Last year maybe 5 stores got info to us without prodding.

**Get our timeline set better for next year (Matt/Barbara).** Start a little earlier next year.

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Town Square Media is interested in being more involved next year – maybe consider using them to promote (pay for radio advertisement). Check what their media package looks like (pricing, number of spots, etc.) for the year.

The \$200 gift certificates – list of businesses – up to 4 in \$25 increments. We can go buy them. **Matt to pick up Friday afternoon.**

**Other: Look into possibility of creating DDA bucks in 2017.**

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