ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY  
COMMUNICATION COMMITTEE MEETING MINUTES  
Wednesday, December 10, 2014

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 12:30 p.m.

DDA Present: Joan Lowenstein, Al McWilliams, Keith Orr, Sandi Smith, John Splitt


Staff Present: Susan Pollay, Executive Director  
Amber Miller, Planning & Research Specialist  
Jada Hahlbrock, Management Assistant

Public: None

1. **Creating a Communication Plan.** Mr. McWilliams presented ideas that could become part of a communications plan. These included a goal to increase general awareness, a goal to increase downtown-stakeholder awareness, and a branding strategy. Committee members discussed these ideas, including ideas for measuring success, including a before and after survey. It was acknowledged, that to be successful, the DDA may wish to hire a contractor or a staff member to oversee/take responsibility to direct this process. A discussion about the plan goals and ways to accomplish these goals will continue at the January committee meeting.

2. **Next meeting.**  
The next committee meeting will take place Wednesday, January 14th at 12:30 pm.

3. **Public Comment.**  
None

The meeting adjourned at 1:45 pm.  
Respectfully submitted, Susan Pollay, Executive Director