ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY
MARKETING COMMITTEE MEETING MINUTES
Wednesday, October 8 2014

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104
Time: 12:30 p.m.

DDA Present: Cyndi Clark, Joan Lowenstein, Al McWilliams, John Mouat, Keith Orr, Sandi Smith, John Split


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

Public: Chang Ming Fan, Sabra Briere

1. **Data Gathering.** Mr. McWilliams said committee members have spoken with Republic Parking to better understand what and how additional data can be captured from parking patrons. Future meetings will examine if a marketing gap for downtown exists, if the DDA should take responsibility to address this gap, and what role data can play in supporting downtown businesses.

2. **Purpose & Goals for Social Media.** Committee discussed the role and best use of social media. Possibilities included promoting downtown, being a source of information about downtown and sharing the work of the DDA.

3. **Other Projects.** Committee members were asked to consider issuing quarterly versions of the State of the Downtown Report to ensure that information is regularly provided to the public. It was emphasized that when information is released that it be boldly presented so it isn’t missed.

4. **Next meeting.**
The next committee meeting will take place Wednesday, November 12th at 12:30 pm.

5. **Public Comment.**
None

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