



DOWNTOWN PARTNERS SIOUX CITY

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**Downtown Community Work Group
Meeting Notes**

Downtown Partners, 418 Pierce Street
10:00 a.m., Thursday, November 17, 2016

Present: Jason Allen, Heidi Connelly, Cheri Cosgrove, Ragen Cote, Sarah Fish, Taylor Keller, Ben Knoepfler, Adrian Kolbo, Connor Larson, Melissa Lanzourakis, Ryan Spellman, Pat Wojcik.

Knoefler started with introductions.

With a lot of work being done to the website last month, the group will start to look at the website analytics each month with the help of Antidote 71. Monthly comparisons would be helpful to see where folks are spending time on the website. Feedback was received on the layout of the weekly posts, so we will try something new for the next post to see how it looks.

The group was asked to take a look at the timeline under the “What’s Happening” page to see if any additions/edits can be made. Please bring any ideas with you to the meetings.

A team will start working on the coffee planning. This team will include Taylor, Cheri, Heidi, Stacie and Sarah. An update will be given at the next meeting.

Editors for the Facebook page were discussed. This would include giving access to a downtown business or individual for a certain period of time. Parameters for the downtown brand will need to be identified to help keep the downtown voices/experiences/faces tied to a vision. Perhaps having them answer questions or keeping to a template would be helpful.

For the next meeting: The Coffee Planning Team will report on ideas and research. Editors will be discussed further regarding parameters and test runs. Gather ideas on how to best engage feedback on amenities, second business locations, etc. Select which projects to highlight and where feedback could be useful from the council for the February joint meeting between the Downtown Partners Board of Directors and the Sioux City City Council.

Next meeting

There will be no work group meetings in December.

The next meeting is scheduled for Thursday, January 19 at 10:00 a.m. at Downtown Partners 418 Pierce St.

