

Downtown Community Work Group Meeting Notes



Downtown Partners, 418 Pierce Street
10:00 a.m., Thursday, August 18, 2016

DOWNTOWN PARTNERS SIOUX CITY
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Present: Stacie Anderson, Ryan Avery, Chris Bogenrief, Roger Caudron, Heidi Connelly, Ragen Cote, Sarah Fish, Mark Hinds, Ben Knoepfler, Adrian Kolbo, Melissa Lanzourakis, Ryan Spellman, Dave Wissing, Anne Westra.

Knoepfler welcomed the group and began introductions. The goals of the work group were covered and activity steps identified for the next meeting. Priorities identified below are in order of importance as indicated by the group on where to begin making the most impact for citizens to engage with Downtown Partners.

Website/Social Media

Heidi Connelly took the lead on this initiative. The group was encouraged to look at Downtown Partners website and report information to Heidi.

Ideas mentioned: Add more “editors” on the street as administrators for the Facebook page; Add someone from Antidote 71 to the group; Gather analytics from past efforts to see where people go/click/engage; Consider a mystery writer who is sent out to experience different aspects of downtown on a weekly/monthly basis; On Instagram, use a calendar on top of pictures.

Community Calendar

Melissa Lanzourakis took the lead on this initiative. Melissa and Sarah Fish volunteered to investigate all Community Calendars in the area, engage Antidote 71 to research RSS feeds and see which ones would be most effective to use for Downtown Partners.

Residential and Commercial Engagement

Adrian Kolbo and Ryan Spellman took the lead on this initiative.

The first goal will be to reach out to market rate owners and identify building liaisons that could help communicate information and gather feedback. The other factors in this initiative will be to identify anchor tenants and co-op opportunities while gathering the needs/wants of commercial owners to ensure a consistent message on opportunities and incentives and also allow for easy feedback options.

For the next meeting, each person will identify issues with the website and send them to Heidi Connelly at Heidi@kchev.com. Lanzourakis and Fish will identify all community calendars to put into a feed for Downtown Partners website and invite Antidote 71. Kolbo and Spellman will reach out to market rate condo owners in an effort to identify building liaisons. Bogenrief will help locate numbers on condo appreciation. If anyone can be of assistance in any of the areas listed above, please let us know.

Next meeting: Thursday, September 15th at 10:00 a.m. at Downtown Partners (418 Pierce St.)

