

Downtown Community Work Group Meeting Notes



DOWNTOWN PARTNERS SIOUX CITY

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Downtown Partners, 418 Pierce Street
10:00 a.m., Thursday, September 15, 2016

Present: Stacie Anderson, Roger Caudron, Heidi Connelly, Ragen Cote, Sarah Fish, Ben Knoepfler, Adrian Kolbo, Connor Larson, Melissa Lanzourakis.

From the August 2016 meeting, priorities were 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

Connelly presented information on the website and went through the prepared screenshots and reviews gathered by the group. Suggestions included thoughts on the homepage, upcoming events, news and business photos. A majority of the discussion was in regards to being able to “add your own event” to the website. This is something visitsiouxcity.org will look at as well as they are entering into website changes in the next year. The web designer for Antidote 71 will meet with Downtown Partners next week to go over options for the portal needed to add an event and the homepage interactions. Other edits and updates will be made for business pages, alpha sorting hotels, adding before/after progress stories and property features. The Sioux Falls website would be a good resource for event additions and the Iowa tourism site as well.

Ideas that remain from the August meeting include: adding “editors” on the street as administrators for the Facebook page; 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.

Community Calendar

Fish and Lanzourakis took the lead on this initiative. They reported on sites where adding the RSS feed would be helpful, but discussion lead back to being able to add events. The time required to add events from the major venues is extensive, but it would be helpful to have businesses posting specials so that each day is filled with information for visitors. This would require the ability to add your own event to make that volume of information more easily transferred. This is something Antidote 71 will be looking at as well.

Residential and Commercial Engagement

Adrian Kolbo and Ryan Spellman took the lead on this initiative. They will be meeting with others over the next month to gather information on commercial and residential appreciation and progress. Cote will help to reach out to market rate owners and identify building liaisons that could help communicate information and gather feedback.

For the next meeting, Antidote 71 will help present options for the website interactions and each of the three areas will give updates on their progress.

Next meeting:

Thursday, October 20th
10:00 a.m. at Downtown Partners (418 Pierce St.)

