

Downtown Community Work Group Meeting Notes



DOWNTOWN PARTNERS SIOUX CITY
418 Pierce Street
Sioux City, IA 51101
P (712) 252-0014
F (712) 258-8516
DOWNTOWNSIOUXCITY.COM

Downtown Partners, 418 Pierce Street
10:00 a.m., Thursday, October 20, 2016

Present: Stacie Anderson, Roger Caudron, Heidi Connelly, Ragen Cote, Sarah Fish, Dennis Johnson, Mark Reinders, Dave Wissing, Anne Westra, Pat Wojcik.

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

There has been a lot of work done to the website this month. All of the items mentioned for edit/update were addressed.

The Home page: It has a different, tighter look with smaller colored category boxes, a slider that now rotates events, updates, living, projects, etc. The events and latest news listings are briefer in order to include more items and a “view more” button was added to direct you to the page. In addition to being on the top of the site, the social media icons were also added under the search feature in color. The Sioux City Blue Zones project was added under “more to explore”.

The What’s Happening page: A plug-in was added to the website for a timeline feature that is highlighted on this page. It includes projects and community development items along a timeline (all clickable individually) from now until 2020.

The Events page: With probably the most anticipated feature, this page now hosts the ability to “add your own event” so organizations and individuals in downtown can send in all of the information, including photos, to Downtown Partners for approval and is added easily to the website and for consideration to be added to the weekly event post.

Community Calendar - This item will be removed since it has been completed.

Residential and Commercial Engagement

Adrian Kolbo and Ryan Spellman took the lead on this initiative, but were unable to attend this meeting. A resident was added to the Environment work group and will also help disperse information amongst the United building residents. We will continue to secure a central contact at each residential unit to help with engagement.

For the next meeting: Research other community “coffees” in order to initiate a downtown one that would not coincide/compete with others. Ideas that remain to be addressed at future meetings 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.

Next meeting:

Thursday, November 17th
10:00 a.m. at Downtown Partners (418 Pierce St.)

