



SALINA DOWNTOWN

Board Meeting Minutes

Date: Nov 20, 2025

Time Scheduled: 7:33 AM

Location: Salina Downtown Inc. - Board room

I. Call to Order

- Meeting called to order at: 7:32 AM
 - Presiding: Aaron Wedel
-

II. Roll Call

Board Members

- ☒ Hank Boyer
- ☒ Laurel Driskell
- ☒ Stephanie Gillig
- ☒ John Hendrick
- ☒ John Reber
- ☒ Eric Montoy
- ☒ Jera Richardson
- ☒ Aaron Wedel

☒ Matt Pestinger

☒ Kelli Webb

☒ Christi Nuding

☒ Erica Kruekenberg

☒ Austin Walker

Staff / Others Present

☒ Leslie Bishop (Executive Director)

☒ April Rickman (Marketing & Events Coordinator)

☒ Dian Gebhardt (Aesthetic Specialist)

IV. Approval of Agenda, Previous Minutes & Financial Report

- ☒ Motion: Hendricks
 - ☒ Second: Boyer
 - ☒ Approved
-

VI. Old Business

1. 101 N. Santa Fe - Facade request Peles playground - Not approved
-

VII. New Business / Action Items

1. Salina Selfie station Facade Request - Boyer moved - Gillig second- Approved
 2. Peaceful Body Facade Request - Hendricks moved - Reber second - Approved
-

V. Reports

Executive Director Report: Leslie Bishop

- CID Funds: Continue to trend ahead of 2024 levels.
- Holiday Marketing: SDI purchased a holiday television ad to run on KSN throughout the holiday season.
 - Media Outreach: Leslie appeared on the KSAL Morning Show to highlight all of the holiday happenings in Downtown Salina.
 - Tourism Collaboration: Attended the Salina Tourism meeting on Tuesday, November 4, 2025.
 - Kansas Main Street Training: Leslie and April attended the final Kansas Main Street quarterly training of 2025, focused on events and promotions.
 - Community Engagement: Leslie and Dian hosted a Downtown Salina information table at the Crossroads Marathon check-in, providing details about downtown businesses and attractions to visiting runners.
 - Dian and Leslie will be attending the 2025 Leadership Salina graduation ceremony on Nov. 19, 2025. Two downtown business owners will be graduating.
 - Professional Development: Attended the Women in Business Conference hosted by the Kansas Chamber of Commerce in Topeka on November 12, 2025.
 - Marketing Initiatives: Leslie will participate in the continued Community Marketing Initiative meeting with Visit Salina on November 20, 2025.
 - Gift Certificate Program: Blue Beacon ordered 852 Downtown Gift Certificates valued at \$25 each. Totaling 21,300.
 - Farmers Market Planning:
 - o A post-season Farmers Market meeting was held to review the 2025 season and plan for 2026. LinkedIn ad for market manager.
 - o Vendor fees will be adjusted for the upcoming season.
 - o SDI will begin the search for a Market Manager and will also recruit volunteers for the Farmers Market Committee.
 - o If a Market Manager is not secured, SDI staff will manage operations accordingly.

- o The market's location at opening will depend on the timing of the shade structure installation.
- o The 2026 market season will run from May 16 through October 17, 2026.
- City Commission Public Hearing: A public hearing regarding the SpringHill Suites project is scheduled for December 22, 2025, at 4:00 p.m.
- Holiday Office Closure: SDI will be closed Wednesday, November 26 through Friday, November 28 for the Thanksgiving holiday.
- Upcoming Speaking Engagement: Leslie will present to the Downtown Women's Lions Club on December 3, 2025.
- Annual Event: SDI will host the annual Mingle Jingle Open House on Wednesday, December 10, from 8:00 a.m. to 2:00 p.m.

Committee Reports: April Rickman

- o Sip & Stroll- We completed the event selling 170 out of 200 tickets! (30 of those were sold on-site day of event) That is GREAT compared to in the past. After a thorough P&L of the event our profit was \$4,971.15 an increase from 2024's profit of \$2,828.63. Looking at options to increase programming during the event. Something for men specifically was mentioned to me.
- o Cultural Crawl- Only one school was able to come down during the week on Wednesday. The Friday session was cancelled due to rain. Committee is working to reschedule for the fall.
- o Trick or Treat- On Halloween this year. We had questions about how this would affect traffic: Placer report shows roughly 3,700 visitors between 3-7pm in 2025 compared to 2024 estimate of 5,000
- o Quarterly Training- I am working on creating a TikTok for SDI and looking at editing tools to start creating videos that we can use. Also looking into social media scheduling and content creation tools. I took some notes about content creation and social media that I believe we should implement. Examples such as posting 2-3 times a week and using images instead of created graphics was a big suggestion. Creating more interactive posts like polls and such. They suggested working into our marketing budget a way to
- o "boost" social media posts regionally, giveaways for readership of our newsletter, and doing a better job of sharing our newsletter on our social media as well. Always drive traffic to the website and keep the website as the main info hub.
- o SAYP Summit- Was a great event and I learned a lot. I have made a few connections regionally with people in donor relations and marketing that we are staying connected to share ideas together.
- o Tree Lighting- Please join us at 7pm in Campbell Plaza to light the mayor's tree. The Salina Youth Choir will be singing some tunes, and we'll be wrapped up by 7:30pm.
- o Holiday Festival- Activities are finalized and the event has been posted. The poster is much less cluttered this year, and the full list of activities will be on the FB event and the website. The parade was full at 120 applicants by the beginning of the month and there were many unhappy people. We have a waitlist for cancellations but none so far.
- o Dates to remember- Pink Friday November 21, 2025, Shop Small Saturday November 29, 2025, Merchant Mingle December 1 O, 2025, 8-2pm Please join us at the office, and Pictures with Santa at Salina Selfie Station December 6 & 20 from 1-3pm
- o Maternity Leave- As the end of the year approaches, I have been working to get things ready for the first quarter of the year for Leslie to handle while I am gone. Such as Downtown Dough and Foodie BINGO, the annual report beginnings, budget spreadsheets and power point, partner letters, and Jigsaw Jam so in the event of my quick absence she will be able to have what she needs with little to no additional work or stress.

Committee Reports: Diane Gebhart

- Removed all plant material from the pots. Big Thanks to Gary Martens, Larry Bunker and Leslie Bishop.
 - Minimal cleanup after Marathon
 - All things Christmas
 - Trees decorated
 - Trees in pots
 - Ribbons on pots
 - Wreath in Campbell plaza
 - Fence around Mayors tree
 - Large metal Christmas tree in Strand Pots in Spillman Plaza
 - As arises
 - Graffiti clean up
 - Leaves and trash daily
 - Removal of stashed goods Winterizing truck, tank and pump
-

VIII. Additional Discussion Items

- None
-

XI. Adjournment

- Motion: Hendricks
Second: Wedel
 - Time Adjourned: 8:03 AM
-

Next Meeting

- Date: 1/15/2026
- Time: 7:30 AM
Location: Salina Downtown Inc. - Board Room