

A&E Marketing Team  
June 13, 2007  
1:30 – 2:30 pm

**Submitted by Mark Olson**

Attending: Marshall Bass, Linda McSwain and Mark Olson

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### **A&E and DDA Logo Contest**

Mark distributed the logo contest ad, which will run in the Greeley Tribune on June 17, 18, 24 and July 8 and 9. The 27-column-inch ad (almost a quarter page) is designed in three colors with lots of white space. The deadline for entries is Friday, July 13 – that's Friday the 13<sup>th</sup> – someone's lucky day!

Mark also passed out the contest rules and guidelines. This information is available on the DDA Web site at [www.greeleydowntown.com](http://www.greeleydowntown.com). Click "Logo Design Contest" on the homepage.

### **Judging Process**

The team once again reaffirmed the judging process. The first round would be made up of the A&E Marketing Team and a few professional graphic designers. They will forward their recommendations to the A&E Steering team, which will forward to the DDA Board its top three picks, ranked 1, 2, and 3.

### **A&E Calendar Clearing House**

The master A&E annual calendar will be a signature piece of the District. To that end, the committee discussed those individuals that "control" calendars around the District and fusing them together. Clearly, UNC, UCCC and the Museum would be the first stops. Linda did reemphasized that the calendar would feature DDA district venues only. While other A&E venues may be happening in Greeley, i.e. Stampede, the focus of our efforts would be exclusively on the 55-block area.

### **Arts Alive Grant Proposal**

Mark pointed out that a \$2,500 grant is available through the Community Foundation. The deadline is July 15, 2007. Mark submitted an earlier proposal but it was deemed heavy on administrative benefits. So...ideas are needed!

### **Next Meeting**

The next meeting was not scheduled. An email will be sent when it is.