**Call to order:** Johncalled the meeting to order at 7:30 AM

**Roll call: Present:** Laurel Driskell, John Reber, Mike Wilson, Aaron Wedel, Kelli Webb, Matt Pestinger, Hank Boyer, Stephanie Gillig, Eric Montoy, John Hendrick Jera Richardson, Christi Nuding

**Absent** Tim Blake Stephanie Anderson

**SDI:** Leslie Bishop, Dian Gebhardt, April Rickman

**Guest:** Jacob Wood – City of Salina – Cameron & Jessica Petro – 101 N Santa Fe

**Approval of agenda:**

Agenda approved.

Sept. 19, 2024, minutes Financial Reports – Moved and 2nd.

Jessica Petro gave the board a detailed description of their new business that will be located at 101 N Santa Fe. “Pele’s Playhouse” a Polynesian themed indoor playhouse for kids 0-12 years old. They hope to open in winter of 2025. ON the second floor of the building, they are planning on having 6 residential loft residences.

**Director:** Leslie

* Leslie reported: That the visit from Main Street America went well. Jonathon with MSA will join the Nov. board meeting via ZOOM

**Programming:** April

* April reported: Wine Walk went well. Kelli Webb reported that her wine walk guests liked the wine walk route and that the guests reported they did not feel as rushed to go from stop to stop. The receipt raffle went well.

**Aesthetics Report**:

* Dian reported: All the hanging baskets are down, and the pots are ready for Fall. The little Christmas trees will go in the pots next month

Cohort Report with Alyssia Menke and Jen Reynolds: Alyssia reported that the downtown Salina Google campaign continues to grow new and unique users. Our FB campaign is strong, and Cohort suggests not changing anything, but we might want to investigate developing 30 sec videos for FB next year. The shopping/health & beauty & dining carousels on FB will begin running at the same time next month. Full Cohort reports are available at the SDI office.

**Meeting Adjourned 8:30 am**

**Next SDI Board meeting Thursday, November 21, 2024, 7:30 am at the SDI office 134 S Santa Fe Suite 120**

**NO MEETING IN December**