



**Downtown Advisory Board  
Notes**

**Monday, July 21 | 11:30 am – 1:00 pm  
City Hall Conference Room, 201 W 4th Street**

**Members Present: Darcie Shultz, Skip Urich, Blaise Main, Tree Mulkin**

**Members Absent: Stephanie Watts**

**Others Present: Chris Wilson, Sarah Runyon and Kim Froman**

**Call to Order: Tree Mulkin**

- **Welcome & Agenda Review**
- **Meeting Notes – Action Needed**
  - *Move to Approve – Darcie Shultz*
  - *Second – Tree Mulkin*
  - *All in favor/Opposed – None Opposed*
- **Old Business:**
  - **Rival Time Products Demo Unit** – Being Installed July 22: *Light pole at 3rd and Broadway. Jacob Reagan with the Traffic Division is coordinating with Bruce.*
    - Demo install July 21 AM
    - Check brightness and visibility
    - Skip asked about sound/music – Sarah mentioned a method used in Rogers, AR with the sound mechanism in the ground
  - **620 Day Recap:** *Discuss recommendations for improvement and general feedback on this year's event.*
    - Blaise – several people mentioned that they wanted “real” food, more dinner type food
    - Kim – shared a Placer.ai visitor report
      - Avg. time spent 82 minutes
      - 1,300 visitors (only counts visitors w/ phone, location on)

- Heat map (where visitors came from) – mostly Pittsburg area 60+% of visitors
- Reviewed pre and post event locations
- Beer/Alcohol – need to advertise better
- Darcie – did we get any feedback from vendors?
  - Sarah has a survey and will send out to vendors
- Shift the timeframe to 6-10pm
- Get tents with a wall
- No vendor tables
- Kim mentioned later evening events, e.g. concerts
- Tree suggested not setting up as many vendors under the pavilion
- Vendor fee – yes, only if the vendor is selling
- Create set-up slots for designated arrival times
- Find a volunteer clean-up crew – PHS Key Club or PSU Football
- Cooling station ideas – misting arch, tents with AC, Chill Zone!
  - Sponsored by Mercy
- Do we need to add a concert?
  - Location Pine in front of police?
- Move car show? – location TBD

- **New Business:**

- **Downtown Connect - August 7**

- Event Logistics / Agenda Review
  - Sarah is sending out postcards and emails to downtown businesses
  - “Minute” at the mic to share any information and updates
  - Tree to give DAB announcement
  - Explore Crawford County will share information
  - PSU Small Business Development Center
  - Marissa Poppy – Gorilla Rising update
  - Pittsburg Chamber – share resources, etc.
  - Sarah to give final update

- **Downtown Visitor Map & Website Landing Page**

- Sarah shared Fayetteville downtown visitor’s map
  - Sarah shared the early draft layout
  - Eve working on the directory
  - Downtown only – include link or QR code to outside the overlay
  - Discussed configuring to a smaller, folded brochure
  - Four-sided information/event sign on rollers
  - Website – template pages are built, needs content

- **Open Discussion / Questions?**

- Tree gave a brief tree update
- Grant request (Jenna Spencer) = \$1,500
  - Sarah will email the application, costs, and photo for members to review and respond with approval/denial feedback
    - Mural in honor of Larry Fields
- Chris gave an update on the World Cup
  - Pittsburg, KS will be in the radius to be included on a restaurant list, etc. on the ticketing platform
  - Will send out a link to the information webinar
  - Regional meetings to take place - TBD

**Upcoming Events:**

- **AUGUST / SEPTEMBER**

- Downtown Connect Thursday August 7 at 5-7pm at The Pitt
- Paint the Town Red Block Party – September 12
- Pittsburg ArtWalk – September 20
- Hispanic Heritage Festival – September 2025

- **OCTOBER**

- DAB Chamber Coffee – October 23
- Goblin Market – October 25
- Downtown Window Painting – TBD

**Meeting Adjournment: 1:00 pm**

**Next Meeting – Monday, August 18, 2025**