

Promote Wyoming Commission
February 9, 2016
Meeting Minutes

The Promote Wyoming Commission met on Tuesday, February 9, 2016 at 7:00 p.m. in the Conference Room of the City Building. Attendance was as follows:

Members present: Deb Stonehill-Chairperson, Chris Snyder, Val Previs, Brad Stoppenhagen, Beth Roeseler, Sue Lewis, and Margie Carleton

Staff Members Present: Lynn Tetley – City Manager

Others Present: None

Call to Order

Ms. Stonehill called the meeting to order at 7:00 p.m.

Review and Approval of January 12, 2016 Meeting Minutes

A motion was made to approve the minutes of the January 12, 2016 meeting, as written, by Ms. Carleton and seconded by Ms. Roeseler. All ayes by voice vote.

Citizen Participation

None

Business

- Report from Wyoming Branding Standards Committee (Brenda and Margie): Ms. Carleton provided a brief update, including the identification of more items to include (i.e. note cards, postcards, etc.). This will also include how to use black and white for mailings. The Police Department has also requested a modified business card that allows space to leave written custom notes. This will be developed and added. Future additions to the guide will include apparel and vehicle branding.
- Report from the Communication Committee (Brad, Brenda, and Val): Mr. Stoppenhagen provided an update on the work of the committee, which has been focused on evaluating platforms for the online magazine/blog. A recommendation is forthcoming. Once this is in place, the content calendar will be developed. Ms. Tetley sent the 2016 calendar card update to Brenda and Deb last week. There are only two event dates that are yet to be set and should be finalized this week. The new calendar will cover events from April to March each year.
- Report from Photo Library Development Committee (Beth, Jim, and Margie): Ms. Roeseler reported that one event was covered since our last meeting, which was the Daddy Daughter Dance covered by Chris Snyder. A new high school photographer was also added to the roster, bringing the total currently to 14. Mr. Walton will develop a “wish list” of

photos to capture that meet the brand standard and also pictures that will fit in the banner area at the top of the City website. The Committee will develop a method to determine photos in Smug Mug that can and should be deleted. Photographers will be reminded to only upload the best of their photos to Smug Mug, to maximize space.

- Annual Report Committee (Deb, Margie, and Val): Ms. Carleton provided an update on the development of the Annual Report. A proof-able copy of the Annual Report will be delivered tomorrow and needs to be returned to Ms. Carleton by the end of the day on Friday. Additional copies will be printed to allow real estate agents, etc. to use these for promotion and marketing purposes. The document will also be featured on social media and the city website.
- Community Events Committee (Chris): There have been several meetings and conversations regarding the roll of the community movie event. The event will be called Pics on the Pike and will be held on two Fridays in the summer (June 24 and August 26) and will be at the Civic Center. Prior to the movie, there will be activities for children, music, food trucks, etc. Chris asked for the Commission to give thought to ways to promote this event. The Committee is also working on the Party in a Box idea and more information will be forthcoming on this offering.
- Other:
 - Update Project Summary Sheet: Ms. Tetley provided a copy of the sheet for the Commission to review and requested any feedback be provided via email.
 - Citizen of the Year: Ms. Stonehill reported the event was well attended and quite successful. Nominations for future years are very strongly encouraged and are due by the end of October. Members were encouraged to spread the word.
 - Logo Use Policy: Nothing to report.
 - Information Kiosks: Ms. Carleton provided an update on plans for the new displays in the lobby and ways to make the entire entryway more welcoming and presentable. A new entry door, service windows, and counters will be installed in June of this year. Following that work, the new displays and wall hangings will be installed. Images of the new design were presented. Suggestions and ideas were discussed based on the presentation.
 - Map Project/Sales: Ms. Carleton reported that just fewer than 4,000 maps remain in stock. The Commission agreed that the maps should be given away.
 - Civic Center Branding and Marketing: Nothing new to report.
 - New Resident Reception/Welcoming Strategies: This project will kick off with a brainstorm session after the Annual Report project is completed for this year.

Miscellaneous

None

Adjournment

Meeting adjourned at 8:54 p.m.

Submitted by: Lynn Tetley, City Manager