

**Promote Wyoming Commission**  
**January 12, 2016**  
**Meeting Minutes**

The Promote Wyoming Commission met on Tuesday, January 12, 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, Brenda Grannan, Val Prevish, Brad Stoppenhagen, Beth Roeseler, Sue Lewis, Pamela Kamm, 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.

Chris Snyder introduced himself and provided a brief background to the members of the Commission.

Review and Approval of December 8, 2015 Meeting Minutes

A motion was made to approve the minutes of the December 8, 2015 meeting, as written, by Mr. Stoppenhagen and seconded by Ms. Carleton. All ayes by voice vote.

Citizen Participation

None

Business

- Report from Wyoming Branding Standards Committee (Brenda and Margie): Ms. Grannan reported that she has gathered the input from the Commission after the last meeting. These include adding a Trademark (TM symbol) to the logos going forward, adding the type only version of a logo (the type version used on the back of the business cards), and type size requirements for including the tagline with the logo). A prototype banner, to be used next to the portable display, with information was presented by Ms. Grannan. This version was printed at the Library for \$14 (28"x80" in size) and would hopefully work with the stand that Deb brought in December. The Commission was very pleased with the prototype and using the Library printer.
- Report from the Communication Committee (Brad, Brenda, and Val): Mr. Stoppenhagen provided an update on the communications and publications calendar. These will be included throughout the year and will be established by an identified publication date. The Committee will also continue to look at an additional electronic platform for news stories and publications (i.e. online magazine). The publication calendar will also be helpful in identifying needed photos.
- Report from Photo Library Development Committee (Beth R., Jim, and Margie): Ms. Roeseler reported that three events were recently photographed by volunteer photographers. Several new photos were also taken for the Annual Report, including Tela Bar + Kitchen, a newly constructed home, the new consignment shop, and Check Up with a Medic. Ms. Roeseler also suggested categorizing the Smug Mug photos by year and she is working on this with Debby Martin. The staff camera usage guidelines were also completed and provided to City Staff. Chris Snyder volunteered to be added to the photography team.

- Annual Report Committee (Deb, Margie, and Val): Ms. Carleton reported that the Annual Report is nearing content completion and will be working with the new graphic designer (Sherry Stoffer) on the layout soon. Focus is being given to the brand identify and more human interest stories, in addition to the Department specific content. The mail date will be early March.
- Community Events Committee (Chris): This will be added as a new committee, to include both event brainstorming and a specific marketing approach for all events (i.e. concerts, movies, family yoga, block party in a box). The 2016 event calendar cards will updated in early February.
- Other:
  - Update Project Summary Sheet: Nothing new to report.
  - Citizen of the Year: The Citizen of the Year event is on Tuesday, January 26 at 7:30 p.m. at the Penderly Center. All Commission members are encouraged to attend.
  - Logo Use Policy: Ms. Stonehill suggested the Commission develop a logo use/logo license policy to be presented to City Council for consideration. Ms. Stonehill and Ms. Lewis will work on this project.
  - Information Kiosks: Ms. Stonehill suggested the permanent kiosks be put on hold until the Recreation Center and Civic Center renovation projects are completed and instead focus on the portable information kiosk. Ms. Carleton suggested the Commission evaluate display options in the entryway to the City Building. A future location may also be the Board of Education lobby. Ms. Tetley suggested they take a complete look at the lobby at the City Building to develop a comprehensive display strategy for every item in the lobby to make the entryway more presentable and welcoming. Ms. Carleton and Ms. Grannan will work on this project and report back next month.
  - Map Project/Sales: The Commission discussed map sales and encouraged word to be spread to realtors to use these maps.
  - Civic Center Branding and Marketing: City Council has referred elements of the Community Engagement Report regarding the Civic Center to this Commission. This will be a project that will ramp up in late 2016.
  - New Resident Reception/Welcoming Strategies: Nothing new to report.

### Miscellaneous

Mr. Snyder was asked what projects he might be interested in leading for the Commission. His ideas included enhanced community events on the Village Green, such as movie nights with associated thematic activities. Another idea also included a "Block Party" kit for residents to use to for block parties, which would include basic set up items (i.e. traffic cones, tables) and options for add-ons (i.e. bouncy houses). It was also suggested the Commission do more to promote the neighborhood competition at the 4<sup>th</sup> of July parade. See addition of new Committee in above list.

### Adjournment

Meeting adjourned at 8:49 p.m.

Submitted by: Lynn Tetley, City Manager