

Promote Wyoming Commission
August 9, 2016
Meeting Minutes

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

Members present: Deb Stonehill-Chairperson, Margie Carleton, Ron Callahan, Jim Walton, Val Prevish, Beth Roeseler, Brad Stoppenhagen, and Pamela Kamm

Staff Members Present: Lynn Tetley, City Manager

Others Present: None

Call to Order

Ms. Stonehill called the meeting to order at 7:07p.m.

Review and Approval of July 12, 2016 Meeting Minutes

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

Citizen Participation

None

Business

Report from Wyoming Branding Standards Committee (Brenda and Margie):

No report. Ms. Carleton requested that a current copy of the Brand Standards be distributed to everyone on the Commission, as was requested at the July meeting.

Report from the Communication Committee (Brad, Brenda, Ron, and Val):

Ms. Stonehill reported that Promote Wyoming will be providing an Annual Report to City Council at their meeting on September 19. One item to be particularly highlighted will be the launch of the blog. Mr. Stoppenhagen provided an update on the blog and the status to date. The blog will have an editor of the month which will be Val, Brad, or Ron for the first six months. The sub-committee will meet with the City once every six months, in September and March, to align on blog content. City involvement on the content of the articles will be largely an "FYI" (by copying Ms. Tetley on articles), unless the article is specific about critical City news. Photos will be needed for articles and regular weekly posts. Weekly content will include events and happenings, snapshots/pictures of the week prior, and any timely smaller articles. Main stories will be posted monthly, based on planned content calendar. Content may also be submitted by other Commissions, residents, staff, etc. and will pass through the monthly editor before posting. The blog is

live, but not being actively promoted. The “official” launch date will be early September, specific date to be determined. The promotional plan for the blog will begin on September 1 and will include a press release, e-newsletters, future Word on Wyoming, social media posts and cross-posting stories to social media, Next Door, Wyoming Living, Wyoming Schools newsletter, local clubs and organizations, etc.

Report from Photo Library Development Committee (Beth, Jim, and Margie):

Ms. Roeseler reported on activities that have been photographed in the past several weeks. These have included events and summer photos of local gardens. Ms. Roeseler will also request Recreation Center activity photos from the summer from Laurie Rusnak. Ms. Carleton provided a list of photos requested from local volunteers. A written request of these was provided to the Commission. Samples were requested from the volunteer photographers at the next meeting.

Annual Report Committee (Deb, Margie, and Val):

Ms. Carleton reported the committee will be meeting later this month to discuss the publication schedule. The committee briefly discussed large events and projects to feature in the 2016 report.

Community Events Publicity Committee (Jim, Sue, Deb, and Margie):

Ms. Carleton provided flyers for the upcoming Yoga in the Park. Ms. Grannan also provided a banner for the event that is now placed at the Village Green. Nothing further to report. Ms. Tetley requested the committee create templates for yard signs, banners, and flyers for the City event staff to use for all events. The purpose for the committee is really needed for publicity of events.

New Resident Packet and New Resident Welcoming Strategies Committee (Beth, Deb, Val, Sue, and Ron):

Ms. Stonehill reported that she and Ms. Previsch are rewriting the content of the packet and it is anticipated to be ready to go by November. Mr. Callahan is sourcing folders for the packets. Samples will be forthcoming.

- Other:

- Logo Use Policy: Nothing to report.
- Information Kiosks/Lobby Improvements: Ms. Carleton reported that the lobby is largely completed, except for some large print photos that will be placed on the wall above the display rack. Ms. Carleton will be working with Ad-Ex on the display.
- Civic Center/Recreation Center Branding and Marketing: Nothing new to report. This is on target for third or fourth quarter for 2017.

Miscellaneous

None.

Adjournment

Meeting adjourned at 8:37 p.m.

Submitted by:

Lynn Tetley

City Manager