

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

The Promote Wyoming Commission met on Tuesday, July 12, 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, Beth Roeseler, Chris Snyder, Brenda Grannan, Val Previs, Pamela Kamm, and Sue Lewis

Staff Members Present: Lynn Tetley, City Manager

Others Present: None

Call to Order

Ms. Stonehill called the meeting to order at 7:05p.m.

Review and Approval of June 14, 2016 Meeting Minutes

A motion was made to approve the minutes of the June 14, 2016 meeting, as written, by Ms. Roeseler and seconded by Mr. Snyder. All ayes by voice vote.

Citizen Participation

None

Business

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

Ms. Stonehill asked Ms. Grannan to obtain the character statement from Ms. Previs, add this to the Branding Standards Guide, and then redistribute this document to the Commission.

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

Ms. Stonehill thanked Mr. Stoppenhagen and Mr. Callahan on the work he has completed on the Communication Calendar and the Digital Marketing Guidelines. Mr. Callahan provided an update on the status of the blog launch, which is waiting on the domain registration in order to take the site live from the staging site. Ms. Tetley requested the site be clearly marked so that visitors do not confuse the blog with the City's official website. The site is designed to be mobile and device friendly and will adjust automatically. The Commission will coordinate a PR campaign in conjunction with the launch to attract subscribers. The Commission discussed various aspects of the site and provided input and suggestions to Mr. Callahan. The Commission then discussed the blog implementation process and how to best divvy up the work and editorial responsibilities. Any member of the Commission may develop and submit content to the "Editor of the Month" (EOM) for

review and then upload to the site. The soft launch is targeted for August 8 with a hard launch scheduled for September. EOM's were identified for the next several months, but will be the sub-committee members at first to work through any issues or remaining questions. The PR campaign for this will be discussed in detail at the August meeting. The process for content development and the schedule of how stories will be generated was discussed in generalities. Ms. Stonehill reminded the Commission members that writing standards and the City style guide was sent today and this should be referenced when generating content. The Commission also reviewed the proposed publication schedule.

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

Ms. Roeseler reported on activities that have been photographed in the past several months. Suggestions for additional photos were provided. These requests will be made to the volunteer photographers.

Annual Report Committee (Deb, Margie, and Val): Ms. Carleton reminded the Commission that photographs are important and asked the members to brainstorm about big story ideas for the 2016 report.

Community Events Committee (Chris, Jim, Sue and Margie):

Ms. Carleton reported on the Yoga in the Park event. The event was provided at zero cost to the City. The first event drew twenty people. The event is held at the Village Green. The second event drew fifteen people. The goal is to attract fifty attendees. Those who attended really enjoyed the event. Ms. Stonehill suggested promoting the event more strongly next year. This year it was promoted via social media and flyers.

Mr. Snyder provided an update on the Pics on the Pike event in June. He thanked the sub-committee for their efforts associated with this event. The event was a huge success, with great attendance and perfect weather. The Commission had no suggestions for changes to the event for August, except maybe for changing out the food truck and the band for each event. The next event is August 26.

Mr. Snyder provided a brief report on Party in a Box. This has been tabled to be "launched" for use in summer 2017.

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

Ms. Stonehill reported she is working on this and will have a report at a future meeting.

- Other:
  - Logo Use Policy: Nothing to report.
  - Information Kiosks/Lobby Improvements: Ms. Carleton provided an update on the City Building lobby improvement project. All of the construction work

is complete and now placement of new wall hangings will begin. There will not be computer screen in the lobby, as originally discussed. Instead, canvas photos of Wyoming will be placed in that area.

- Civic Center/Recreation Center Branding and Marketing: Nothing new to report.

#### Miscellaneous

Ms. Tetley reported that Citizen of the Year will operate as a separate, stand-alone, committee from the Promote Wyoming Commission. City Staff will work directly with the COY Committee as the event draws near.

Mr. Snyder announced that his family will be relocating to Columbus and provided his letter of resignation. The Commission thanked him for his service.

#### Adjournment

Meeting adjourned at 8:56 p.m.

Submitted by:  
Lynn Tetley  
City Manager