

Promote Wyoming Commission
June 14, 2016
Meeting Minutes

The Promote Wyoming Commission met on Tuesday, June 14, 2016 at 7:00 p.m. in the Conference Room of the City Building. Attendance was as follows:

Members present: Deb Stonehill-Chairperson, Ron Callahan, Brad Stoppenhagen, Beth Roeseler, Chris Snyder, Pamela Kamm, Val Previs, and Sue Lewis

Staff Members Present: Laurie Rusnak – Recreation Supervisor

Others Present: None

Call to Order

Ms. Stonehill called the meeting to order at 7:10p.m.

Review and Approval of April 12, 2016 Meeting Minutes

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

Citizen Participation

None

Business

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

Ms. Stonehill reported for Brenda and Margie saying everything is good to go, although Branding Standards always need to be updated. The vehicles are going to be discussed next, evaluating wraps as well as paint. Brenda and Lynn are heading this project.

**Copy of the Branding Standards should be sent out to everyone on the commission.

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

Mr. Stoppenhagen would like to recommend moving forward with the new implementation of the new city blog with the name "What's Up Wyoming," which was the preferred name based on the commission's votes. Mr. Callahan said it has been registered across all Internet platforms.

Members of Promote Wyoming will build and manage the blog platform in regards to content, at least initially. The blog will be the hub of information with articles that are of interest to the residents of Wyoming. Ms. Stonehill recommended that we establish a plan to review and edit content before it goes live and for the commission to take turns in editing. Ms. Stonehill suggested that an easy rotating system be put in place. Ms. Previsch commented that if asking for volunteers, the commission will need a backup plan and the group agreed that a major blog post once a month is fine. Mr. Callahan said that making sure people are staying interested and maybe posting every couple weeks with at least a photo and short accompanying caption would be better. The plan and editorial calendar will be managed by the commission. Ms. Previsch and Mr. Callahan recommended using a multiple array of media to draw people to the blog.

Mr. Callahan and Ms. Stonehill thought that major articles once a month, supplemented with photos and cutline copy one or two additional times each month would be best. Ms. Stonehill would like to see this plan finalized as far as the mechanics, in terms of writers and editors, as well as the schedule. Mr. Stoppenhagen added that the next steps would be establishing a logo, using the content calendar along with developing a precise time table. The goal is to present this plan at the next commission meeting, with a soft launch at the end of July. Mr. Stoppenhagen said cost is minimal at about \$300 a year. Ms. Stonehill asked Ms. Roeseler to keep an eye on the drop box and pull good pictures that may be utilized in the blog.

Ms. Stonehill also asked that the brand character statement written by Ms. Previsch be included in the Branding Standards, for reference in choosing blog content and writing articles.

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

Ms. Roeseler reported that additional folders for seasonal shots throughout the City and the usage of smug mug has been simplified. Following the calendar of events, all the events have been photographed so far.

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

Mr. Snyder said that advertising is in full swing for the June 24 Pics on the Pike event, yard signs are being done now, including the banner for the south lawn. Social media will be in full swing this week. Everyone will do their part to get the word out and flyers will also go out.

Debby Martin needs the Calendar of Events in PDF and JPG format.

Ms. Stonehill asked that Mr. Snyder send all material to commission members so they can post on their facebook pages and other social media outlets.

Party in a Box initial logo designs by Margie were presented by Mr. Snyder. The contents of the box are still in discussion but should include cones, street closed signs, tables, chairs, and a tent or canopy. A preferred logo design was selected and will be ready to unveil in 2017 prior to the start of the summer season.

July 10 and Aug 14 at 4pm are scheduled Yoga in the Park on the Village Green. Ms. Stonehill shared this information on behalf of Ms. Carlton.

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

Ms. Stonehill showed the current packet being sent out to new residents and that they are being delivered by Lynn Tetley or a representative from the Police Department. It was discussed that it would be nice to have neighborhood volunteers deliver the new resident packets to new people in their own neighborhoods as a “welcome to our neighborhood” gesture. A ring binder with a nice cover will be developed with tabs for each of the topics included in the packet. The goal is to also develop a set of Wyoming postcards with a QR code that would take people to the new blog site. The postcards could be used as change of address notes to friends and family. Developing a Wyoming walking tour will be included in the packet, and Wyoming schools will be asked to include information.

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

Ms. Stonehill reminded everyone to always be thinking of photos and stories throughout the year.

Adjournment

Meeting adjourned at 9:00 p.m.

Submitted by: Laurie Rusnak, Recreation Supervisor

Next meeting is scheduled for July 12, 2016