

PROMOTE WYOMING COMISSION--- March 2023

Meeting Minutes

The Promote Wyoming Commission met on Tuesday, March 14 at 7:00 p.m. at the City Building.

Attendance: Deb Stonehill, Liz Engel, Kara Hagerman, Sue Lewis, and Allison Baker

Staff present: Rusty Herzog, City Manager, Emily Dengler, Communications and Events Coordinator

Council Representative: April Robles

Call to Order

Deb Stonehill opened the meeting at 7:12 p.m. She asked all members to reach out to Wyoming residents with professional marketing/journalism/design/photography experience to join PWC.

Citizen Participation

No citizens were present.

Business (committees chairs identified in bold):

Report from WUW Committee (Kara, Ron, Liz, April, Deb, Allison, Tiernan, Adam, Emily):

Content Posted in February

- Work+Shop is Open
- JWC Charity Euchre Event
- Citizens of the Year
- Gallery: Daddy Daughter Dance

Stories for March

- Wyoming Community Cookbook - Allison
- Remaining Winter Events - Ron/Deb
- Sustainability - repurposed AR
- WyCoCo Expansion - Liz
- Road Diet Data - Ron

Stories for April

- Spring Activities Guide - Adam
- Wyoming Community Cookbook - Allison
- Gallery: Egg Hunt - Sue/Deb
- Upcycle Day - Emily
- Community Food Drive - Adam
- Twelve08 Q&A/Update - April
- Gallery: Son-Sational Dance - Kara
- Be. Article - Kara
- Walk Wyoming (new series) - April

WUW Analytics from Ron Callahan

- Users/New Users up 26%/25.8% over February
- Sessions also up 25%
- Pageviews up 27.7%

Moderate increases in traffic from Direct (18%) and Search (28.8%), but the biggest increase was from Social (262.5%).

As would be expected, there was a lot of traffic to the pages about the police chief and the new officers. The 'Work+Shop' and 'Daddy Daughter Dance' articles generated the most traffic otherwise. 'Citizens of the Year' didn't generate as much buzz as in years past.

Report on What's Happening in the City and Upcoming Projects (Emily/Rusty)

- Chip Skidmore is being recognized as Exemplary Volunteer of the Year
- Hired Brian World as the Facilities Supervisor for the Civic Center
- City of Wyoming is starting a new Food Waste Drop-Off program
 - They are partnering with commercial composting company GoZero to provide this new service to residents
- Urban Forestry and Beautification Commission are hosting Wildflower Walk & Talks at Stearns Woods on March 26, April 8 and April 22
- Easter Egg Dash is happening on April 8 at 11 a.m. at Oak Park

Annual Report Update

- Copies of the Annual Report will start arriving in homes around March 15.

Miscellaneous/New Projects

- Begin a series of Walk Wyoming articles that will feature unique aspects to the many walking paths throughout the city.

Adjourn

The meeting was adjourned at 8:02 p.m. Motion by Ms. Engel and seconded by Ms. Hagerman. All approved.

Respectfully Submitted,
Emily Dengler
Communications and Events Coordinator