

## **PROMOTE WYOMING COMMISSION--- April 2023**

### **Meeting Minutes**

The Promote Wyoming Commission met on Tuesday, April 11 at 7:00 p.m. at the City Building.

Attendance: Deb Stonehill, Kara Hagerman, Sue Lewis, Adam Bianco, Ron Callahan, and Allison Baker

Staff present: Emily Dengler, Communications and Events Coordinator

Council Representative: April Robles

### **Call to Order**

Deb Stonehill opened the meeting at 7:08 p.m.

### **Citizen Participation**

No citizens were present.

### **Approval of Minutes**

The March 14, 2023, minutes were approved as written. Motion by Mr. Callahan, second by Ms. Hagerman.

### **Business (committees chairs identified in bold):**

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

Content posted in March:

- Wyoming Community Cookbook: Tela Bar + Kitchen (Allison)
- Winter Events Guide – events in March (pulled from prior article)
- Sustainability Article (from Annual Report)
- WyCoCo Expansion (Liz)

Stories for April:

- Road Diet Info (Ron)
- Spring Events Guide (Adam)
- 3<sup>rd</sup> Annual Wyoming Community Food Drive (Adam)
- Upcycle Day (Emily)
- Egg Hunt (Gallery – Sue, Emily)
- Composting Program (Emily)
- Wyoming Community Cookbook: The Arepa Place (Allison)
- Son-sational Dance (Gallery - Kara)
- Wyoming Community Food Drive a Success (Adam)

Stories for May:

- Juneteenth Organizing Volunteers (Ron)
- Be. Article (Kara)
- Twelve08 Interview (April)
- Village Green Fundraising (Liz)
- Wyoming Walks – 1<sup>st</sup> Article (April)
- Ukelele Camp/all Mini Camps (Allison)
- Summer at the Rec – with focus on camps (Emily)
- Wyoming Community Cookbook: JWC (Allison)
- Unique Homes in Wyoming (from Annual Report)
- Wyoming Walks – 2<sup>nd</sup> Article (**need a writer; will post in early June**)

### **Analytics from Ron Callahan**

- Users/New Users Down 7.1%/6.1% compared to February
- Sessions down 6.4%
- Pageviews down 10.5%

Direct and Organic Traffic was off 7.8% and 43%, respectively, compared to February. 64.4% increase in social traffic, but it did not offset the other losses.

Cookbook and WyCoCo stories generated the most traffic, but the Sears home story continues to generate traffic. Winter Guide helped a little as well.

Still getting a lot of spam traffic from Singapore. An update on the server has improved page loading time.

### **Annual Report Update**

- Copies of the Annual Report have arrived at homes.
- The Annual Report committee is meeting on May 4 to review the Annual Report and talk about next year's theme and plans.

### **Report on What's Happening in the City and Upcoming Projects (Emily)**

- 2023 Summer Recreation Times is live online.
- Stearns Woods is doing clean-up days on April 29 and May 6.
- The City is publishing a video series about Bike Safety, since May is Bike Safety Month.
- Listening sessions went well. We had a diverse group of community members.

### **Adjourn**

**The meeting was adjourned at 8:05 p.m. Motion by Mr. Callahan and seconded by Ms. Hagerman. All approved.**

Respectfully Submitted, Emily Dengler  
Communications and Events Coordinator