

Promote Wyoming Commission
Feb 12, 2019
Meeting Minutes

The Promote Wyoming Commission met on Tuesday, February 12, 2019, at 7:00 pm in the Conference Room of the City Building.

Attendance was as follows: Members present: Deb Stonehill - Chairperson; Jeb Brack; Ron Callahan; Marjorie Carleton; Brenda Grannan; Sue Lewis; Liz McLean; Jason Miller; Val Prevish; Sarah Stankorb Taylor; Debi Varland.

Staff Members present: none

Citizen participation: none

1. Call to Order

Deb Stonehill, Chairperson (7:10 pm)

2. Approval of Minutes: The January 8, 2019 minutes were approved as written. Motion by Mr. Brack, seconded by Ms. Prevish.

3. Business (Committee chairs identified in bold):

a. Report from Communication Committee (**Val**, Ron Jeb, and Liz). Ms. McLean has joined the Communications Committee. Ms. Prevish reviewed story ideas and photos for February and March. Our outreach to other commissions has given us some publicity requests. The Environmental Stewardship Commission will announce winners for the Environmental Stewardship Awards in March, and requested a post immediately to solicit applications for the Green Awards mini grants. Ms. Stankorb Taylor discussed the new Green Business Award. The Economic Development Commission requested a post about a Request For Proposal for new construction. The Urban Forestry & Beautification Commission requested publicity for a March 30 presentation on butterfly gardens. Mr. Brack may have photos of butterflies for that story.

Recent events will be featured with photos and/or stories: the COY ceremony, the Heartfelt Tidbits event, and the Cultural Collaborative event. Upcoming stories: CPR classes; the Wyoming Creative Class; New Businesses (Homewatch Caregivers and Book Blvd). Val suggested a story about the owner of Wyoming Shoe Repair who passed away in 2018.

Mr. Callahan reported that traffic on What's Up Wyoming has been low this past month. The top story was the announcement about the Cultural Collaborative event.

b. Report from the Photo/Video Library Development Committee (**Jason**, Ron, Margie, Debi) Ms. Stonehill welcomed Ms. Varland, who joins the Photo Committee. Mr. Miller listed recent photos

taken: the Bourbon & Blues event, the JWC Euchre tournament, the Heartfelt Tidbits event, the Cultural Collaborative event, and snow scenes around Wyoming. Everyone thanked Mr. Miller for his excellent photography.

Ms. Varland and Mr. Miller will take photos of bowling at Friday Family Fun Night on Feb 22 and the WYS Pancake Breakfast on March 9. Ms. Stankorb Taylor suggested photos of the JWC “shamrocking” fundraiser, March 1-17, and Mr. Miller will follow up.

c. Report from the New Resident Packet Committee (Deb, Val, Sue, and Brenda). Ms. Grannan reported that new copy has been approved, but the project has been on hold while she worked on the annual report. She plans to have the project completed by the March 12 meeting.

d. Report from Annual Report Committee (Deb, Margie, Val, Sue, Brenda) Ms. Carleton stated that a good process and strong photography has made the 2018 report one of the best reports in recent years. The committee will identify a theme for the 2019 report, to share at a future meeting to get a head start on photography and stories. Ms. Grannan expects to review print proofs on Feb 13, with reports mailed to residents 7-10 days afterward.

e. Master Plan Implementation Spreadsheet (Lynn, Deb) Ms. Stonehill shared a spreadsheet that summarizes objectives identified by the 2018 Master Plan, noting that PWC is tasked with several projects to address those objectives, such as residents’ requests that the City provide more communication. Ms. Stonehill highlighted an example of how PWC is addressing that objective via WUW stories that provided advance communication about the Springfield Pike construction project, and the 2018 annual report will include a full page story about the Pike, with an illustration by Mr. Brack.

PWC will soon get a targeted spreadsheet focusing on specific PWC-related Master Plan objectives which will guide us as we identify future projects.

f. New and Miscellaneous Project Discussion (as needed)

a. World Food & Music Festival (Lynn L, Monica T, Lynn T): Ms Stankorb Taylor shared the logo, banner, and poster designed by Ms. Grannan. Ms. Previs will write an article to promote the event, closer to the May 11 date.

b. Good Morning, Wyoming (Sarah): Ms Stankorb Taylor reported that people are still purchasing the books. She recommended a What’s Up story in early May, to encourage purchase for high school graduation gifts. She suggested that this project be dropped from future agendas.

4. Miscellaneous

a. PWC Representative to Economic Development Commission (Jeb). Mr. Brack reported that the

City has purchased the residence adjacent to Wyoming Community Coffee, with plans to expand parking and to potentially seek a new business for the promenade (storefronts facing Springfield Pike). EDC is soliciting proposals for use of the space. PWC agreed that parking is needed in this area, but the property is valuable real estate for more than parking, and some ideas were shared: a park with seating for outdoor dining; a store that sells cards and gifts; or a store selling sustainable “green” retail (such as bulk foods, no plastic packaging).

b. 2019 Event Calendar Card: Ms. Grannan reported that she is waiting for final information from Rachel Leininger. Ms. Stonehill recommended that the event calendar card should be a priority, since the 2018-2019 card content is essentially over. Several key events, including the Citizen of the Year ceremony and the Son-Sational events, should be included on the card.

c. Information Kiosks/Lobby Improvements: (Margie, Brenda) Ms. Carleton reported that she has reviewed potential photos for the Oak Avenue lobby with Mr. Miller and Ms. Varland. Several existing photos are being considered, and new photos will be taken to improve other scenes. Ms. Grannan recommended that a photo grouping be placed above the double windows in the lobby (where Debby Martin works) instead of over the acrylic display (between the 2 finance windows). This wall space is larger and the first thing visitors see when entering the lobby.

Ms. Grannan reported on the proposal to enhance the Rec Center lobby. She recommends a printed acrylic wrap around the lobby counter, with colorful photos of kids and adults. Ms. Stonehill supported the idea as an important opportunity to visually showcase the City’s programs and facilities. Ms. Grannan has a quote from AAA Signs to produce and mount the desk wrap for \$450. She will make a reduced-size mockup with photos.

The commission discussed opportunities to visually enhance the wall behind the Rec Center lobby counter. A large whiteboard with handwritten schedule information is now the most prominent feature, and the monitor on the back wall is small. The commission is happy to volunteer their design and photography expertise to help enhance the lobby impact at the Rec Center.

d. Wyoming Restaurants card: Based on input from the EDC, Ms. Stonehill suggested a new project to support Wyoming’s restaurants: a card listing restaurants, similar to the event calendar card. The commission identified information to be included, and recommended that the card be updated yearly. The advantages of a printed card versus solely digital information were discussed. Printed cards can be included in the New Resident Packet and the Welcome Wyoming Baby packet. Ms. Grannan suggested that a “click to” page be added to What’s Up, as a digital version of the card, with links to restaurant websites. Ms. Carleton offered to lead the project, working with Ms. Grannan, Mr. Callahan, and Ms. Prevish.

e. Wyoming Map: Ms. Carleton recommended updating the map produced in 2014 by the PWC. The current map includes 9+ businesses that are now closed, and doesn’t include at least 10 current businesses. Ms. Stonehill stated the map is a great way to promote Wyoming

businesses, and recommended that a new subcommittee be formed in the near future.

5. Adjourn: The meeting adjourned at 8:50 pm.

Respectfully submitted,
Marjorie Carleton
Promote Wyoming Commission