

**Promote Wyoming Commission**  
**January 9, 2018**  
**Meeting Minutes**

The Promote Wyoming Commission met on Tuesday, January 9, 2017 at 7:00 p.m. in the Conference Room of the City Building. Attendance was as follows:

Members present: Deb Stonehill – Chairperson, Margie Carleton, Jeb Brack, Sarah Stankorb Taylor, Brad Stoppenhagen, Val Previs, Brenda Grannan, Sue Lewis, and Ron Callahan

Staff Members Present: Lynn Tetley, City Manager

Others Present: None

Citizen Participation: None

Call to Order

The meeting was called to order at 7:06 p.m.

Members introduced themselves.

Review and Approval of November 14, 2017 Meeting Minutes

A motion was made to approve the minutes of the November 14, 2017 meeting, as written, by Mr. Brack and seconded by Ms. Carleton. All ayes by voice vote.

Business (**Committee chairs identified in bold**)

Ms. Stonehill used the first meeting of the year as an opportunity to remind the group of the purpose and charge of the Commission, which focuses on communication and promotion of the community to both existing residents and potential future residents. The group will continue to function with a sub-committee process and use the larger commission meeting to answer questions or for committees to receive feedback or input. Members will be asked to review committee membership and decide if they wish to switch or add any assignments. Ms. Stonehill reported that Mr. Walton and Ms. Morgan recently stepped down due to other commitments, leaving a need for volunteer efforts in the photography committee. The group brainstormed on possible residents to recruit for these openings that may bring photo/videography skills to the group. Members will reach out to any residents they have suggested and will see if they can generate applicants for the two vacancies.

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

Ms. Previs provided an overview of upcoming WUW blog topics for the first quarter of 2018. The group brainstormed additional story ideas as well.

Report from Photo Library Development Committee (Ron):

Videos: Nothing to report.

Photos: Mr. Callahan reminded the Citizen of the Year representative to take landscape oriented photographs of the honorees to be used for the blog.

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

This project is slightly delayed due to the production of the Annual Report. The next step will be to assemble a packet prototype. This will be worked on at the next meeting.

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

The copy review process was incredibly streamlined this year. The final item needed are photographs of the Civic Center, which are scheduled to be taken on Thursday. Then the final layout will be provided to the City for one final review.

Other:

City Building Lobby Improvements: Photos for the large displays are still needed.

Civic Center/Recreation Center Branding and Marketing: This project needs to be discussed administratively before it will be referred to the Commission. Ms. Tetley asked for this to be tabled until second quarter.

Welcome Home Wyoming Baby: This will be rolled out in the next few weeks. Items for the packet are still needed and the group brainstormed ideas and contacts.

Miscellaneous

Ms. Carleton and Ms. Stonehill expressed their displeasure with the font choice on the Recreation Center sign.

Ms. Stankorb provided information regarding a Wyoming themed children's book that is being produced in collaboration with the Wyoming Recreation Foundation (and sponsored by the Wyoming Art Show Committee). The book is being written and illustrated by Wyoming residents and will be called Good Morning, Wyoming. A summary of the project financials, purpose, overall concept, and a sample rendering was provided to the group. Once produced, the book will be sold by local businesses and profits will be returned to the Wyoming Recreation Foundation for use on possible future reprints or use for community events. The Commission was asked if they would be willing to assist with marketing and promotion of this book. The group was very willing to participate with the project and felt a launch date for sales should be the fall. Ms. Tetley asked if the group might be willing to utilize existing funds from the previous Promote Wyoming Commission to assist with seed money for the development of the book. The group was willing to contribute and will let Ms. Stankorb know what amount is available.

Adjournment

Meeting adjourned at 8:31 p.m.

Submitted by:  
Lynn Tetley