

MINUTES
PROMOTE WYOMING COMMISSION
January 12, 2021

The Promote Wyoming Commission met on Tuesday, January 12 at 7:00 p.m. via Zoom.

Members present: Sue Lewis, Val Previs, Liz Engel, Deb Stonehill, Jeb Brack, and Debi Varland. Staff present: Rusty Herzog, Acting City Manager

Call to Order

Deb Stonehill, Chairperson, opened the meeting at 7:10 p.m.

Approval of Minutes

The December 8, 2020 minutes were approved as written. Motion by Jeb, second by Val. All aye by voice vote.

Business (committee chairs identified in bold):

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

December WUW included stories about: the Get Lit contest, Pride Flag vandalism, and Wyoming superlatives. Deb suggested that we consider breaking up the superlatives story into small segments to post on social media to raise awareness, and link back to the WUW website. Val suggested also linking to the national sources, as well as linking to the City's other platforms. Deb will compose short posts for Facebook and Twitter to send to Debby Martin for posting on the City's social media channels, over a series of several weeks.

Upcoming January news will include the new fields at the rec center with time lapse photos, and Liz is working on an article on how the schools are handling COVID. Debi will try to get a photo of a yard sign with balloons now that students are attending school 5 days/week. Rusty suggested awareness that there are differing opinions in the community about 5-day school, given the pandemic. Val assured him that the story will be informative, not supporting one opinion or another. Liz is also writing a story about the new Champion Center, and Rusty suggested also mentioning the new school research center in this story. Val will follow up with Liz.

Val asked Jeb to write a story about the upcoming Unconscious Bias Art Exhibit. Jeb will postpone his story about the Daisy Jane Flower Truck to prioritize the art exhibit feature. Val has reached out to Becky Johnson to write a story on how Wyoming managed the 1918 Spanish flu, and this article should be ready soon. Deb asked Rusty to encourage the chairs of the other Wyoming commissions to submit stories about what they're doing, to be published in WUW.

Report from the Photo/Video Library Development Committee (Ron, Jason, Debi):

In December, Jason shot Get Lit photos, Pride flag images, and rec field photos. Jason will create a time lapse video by linking together weekly footage from the rec field construction.

If possible, Debi or Jason will gather indoor Champion Center images for that article, and photos to support the story about the February Art Exhibit.

Rusty discussed future video ideas for the City's YouTube channel, using video as a way to better inform the community. PWC will work to brand the City's YouTube channel to support these video communications. Rusty encouraged PWC members to shoot video footage as they see opportunities to do so. Sue was particularly enthusiastic about shooting videos of Wyoming residents and businesses.

Report from the Annual Report Committee (Sue, **Deb**, Val, Brenda)

Deb will now be giving annual report updates, following Margie Carleton's resignation. The report is on schedule and is in round two of revisions.

Master Plan Implementation Spreadsheet (Deb, Rusty)

Rusty will follow up with Megan about project priorities for PWC relative to the 2018 Master Plan. This will help PWC in developing more 2021 projects beyond WUW and the Annual Report.

Miscellaneous:

Rusty hired a communications intern with journalism and social media educational background to help support the City and PWC in better communicating with residents. The new intern will attend PWC meetings and help with writing articles and working on PWC projects. On behalf of PWC, Deb will send flowers to Margie to thank her for her years of PWC service. Margie is continuing to assist with development of the 2020 annual report.

Adjourn: 8:11 p.m.