

PROMOTE WYOMING COMMISSION—JULY 2021

Meeting Minutes

The Promote Wyoming Commission met on Tuesday, July 13 at 7:00 pm at the Wyoming City Building.

Attendance was as follows: Deb Stonehill, Val Previs, Liz Engel, Jason Miller, Kara Hagerman, Brenda Grannan, Debi Varland

Staff Present: Lana Bonekemper, Media and Communications Intern

Call to order: 7:04 pm

Approval of Minutes

The June 1, 2021 minutes were approved as written. Motion by Ms. Previs, second by Ms. Varland.

Business (committee chairs identified in bold):

Report from WUW Committee (Ron, Liz, Jeb, Kara, Lana, Val):

Stories published in June and early July included: Civic Center Patio (Ms. Bonekemper), Family Aquatic Center Opening (Ms. Stonehill), Live on the Green (Mr. Brack), Movie on the Green (Ms. Hagerman), Bourbon, Blues & BBQ (Ms. Stonehill), Neighborhood Block Party (Ms. Hagerman), Stearns Proposed B&B (Ms. Previs). Published photo spreads included: Cicada Brood X, Live on the Green, Movie on the Green, Bourbon & Blues, Neighborhood Block Party, and the July 4th festivities.

Still to come in July and early August are: a new yoga studio (Ms. Engel), Sweet Butter Bakery (Ms. Hagerman), The Nook (Ms. Engel), Crescent Park fundraising (Ms. Engel), Independent Restaurant Association Upcoming Events (Ms. Hagerman), WCIA Upcoming Events (Ms. Bonekemper), WCF Grants (Ms. Bonekemper), New Public Works Director intro (Ms. Engel), Smart City Free WiFi (Ms. Bonekemper), Live on the Green for July 28 and August 4 (Mr. Brack). Also in August, a story is planned about the police officer who is training for a triathlon (Ms. Hagerman) and another story about creating the YouTube branding banner that features children spelling “Wyoming” (Ms. Grannan, Ms. Previs). Mr. Brack will also write stories about JWC New Member Recruiting and the upcoming Booster Bash.

The Meat Market feature story (Ms. Previs) will be published in August after Meat Market renovations are complete.

We will nix the Champions Center story, since we’ve been unable to get indoor photos.

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

Mr. Miller reported: June and early July photography included shots of Cicadas, new yoga studio, Sweet Butter Bakery, Neighborhood Block Party, Movie on the Green, Live on the Green, Bourbon, Blues & BBQ, 4th of July, YouTube banner image, Fitness on the Green, and Pop-Up Dog Park.

Coming up are Live on the Green, Outdoor Vaccinations Clinic, Fitness on the Green, The Nook, New Public Works Director, Police Officer in Triathlon Training. Ms. Bonekemper will be available to take the New Public Works Director and Police Officer in Triathlon Training photos if need be.

YouTube Branding Committee (Deb, Ron, Brenda, Lana):

Ms. Grannan presented both the YouTube banner of kids from camp spelling “Wyoming” as well as a winter banner. Ms. Grannan will work on a banner for fall. Ms. Bonekemper presented the Welcome Video with the proposed music. Music was well received, and Ms. Bonekemper will shorten the video and match what’s being said in the narration with what’s taking place in the photos to create an overall stronger viewing experience. She will also work to shorten the video, so that only 3-5 photos roll after the narration ends. Ms. Bonekemper will have Mr. Herzog present the revised product to Mayor Hoffmeister so he can record the final narration. The Commission is excited about how this Welcome Video has come together, and feels it is a strong introduction about the City to new YouTube viewers.

Miscellaneous

Ms. Bonekemper will reach out to Mr. Callahan to schedule training about posting stories on the WUW website. Training will also include Ms. Engel and Ms. Grannan to provide back-ups for posting stories when the primary website administrator is unavailable.

For the Resident Photo Solicitation project, PWC members were reminded to email their 3 summer-related Wyoming photos to customerservice@wyomingohio.gov. Ms. Grannan and Ms. Hagerman will look at these photos and let the Commission know in August how they will proceed with this project.

Adjourn

The meeting was adjourned at 8:30 pm. Motion by Ms. Engel, second by Ms. Bonekemper