

PROMOTE WYOMING COMMISSION—JUNE 2021

Meeting Minutes

The Promote Wyoming Commission met on Tuesday, June 1 at 7:00 pm at the Civic Center.

Attendance was as follows: Deb Stonehill, Jason Miller, Jeb Brack, Val Prevish, Liz Engel, Kara Hagerman, Brenda Grannan, Sue Lewis

Staff Present: Rusty Herzog, Acting City Manager

Call to Order

Approval of Minutes

The May 11, 2021 minutes were approved as written. Motion by Mr. Brack, second by Ms. Hagerman.

Business (committee chairs identified in bold):

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

Stories published in May included Bourbon, Blues, and BBQ (Ms. Stonehill).

Stories scheduled for June include Live on the Green (Mr. Brack), Movie on the Green (Ms. Hagerman), Civic Center Patio (Ms. Bonekemper), Meat Market female butcher (Ms. Prevish), Garden Tour follow-up with photos (Mr. Brack), Champion Center (Ms. Hagerman), WCF Grants to Restaurants (Ms. Engel), New Yoga Studio (Ms. Engel), Yoga in the Park (Ms. Prevish), Sweet Butter Bakery new business (Ms. Hagerman), Fourth of July - advance publicity (Ms. Bonekemper), and The Nook new business (Ms. Engel).

We will look to July for the following stories: Village Green activities overview (Ms. Bonekemper), Foundation Fundraising (Ms. Prevish), Crescent Park improvements (Ms. Engel).

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

Mr. Miller reported: May photography included the Civic Center Patio photos and the Garden Tour shots. Coming up are drone photos of the summer camp kids spelling "Wyoming", promotional photos for Live & Movie on the Green, and 4th of July (Ms. Bonekemper will aid in the 4th of July photo effort).

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

Ms. Grannan has a winter banner completed and is working on a summer banner (featuring the drone photos of summer camp kids). Ms. Bonekemper will identify music for the welcome video.

WUW Symbol Discussion (Deb, Brenda, Ron):

Ms. Grannan presented a What's Up Wyoming Icon for online use, and it was approved by the entire Commission. Mr. Callahan will post it on all sites where What's Up Wyoming is referenced. For now, the new icon will post along with the full name: whatsupwyoming.com.

Pool Promotion Ideas

Information about who may use the pool and when needs to be more clearly communicated in City emails. As soon as all opening details are decided, Ms. Bonekemper will write a story about the pool for WUW and will also post it on Facebook.

Master Plan implementation Spreadsheet No updates at this time.

City Email and Format Discussion

Mr. Herzog is still searching for a new City email template/format. He will look at Constant Contact.

Miscellaneous

Adjourn The meeting was adjourned at 8:30 pm. Motion by Ms. Lewis, second by Mr. Miller.