

Promote Wyoming Commission
March 12, 2019
Meeting Minutes

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

Attendance was as follows: Members present: Deb Stonehill – Chairperson, Liz McLean, Jeb Brack, Jason Miller, Margie Carleton, Ron Callahan, Sarah Stankorb Taylor, Brenda Grannan, Val Prevish, and Sue Lewis

Staff Members Present: Lynn Tetley, City Manager

Others Present: None

Call to Order

Deb Stonehill, Chairperson (7:05 pm)

Approval of Minutes

The February 12, 2019 minutes were approved as written. Motion by Mr. Brack, second by Mr. Miller.

Citizen Participation

None.

Business (Committee chairs identified in bold):

Report from Communication Committee (Ron, **Jeb**, **Val**)

Ms. Prevish provided an update on upcoming WUW stories. These include: amendments to the Zoning Code regarding historic structure modifications, Green Business Award, Alcohol Awareness Task Force events. Recent articles included: HomeWatch Caregivers, the Wyoming Creative Class, and the JWC Shamrock story. Mr. Callahan provided data regarding WUW traffic, indicating that strong numbers continue. Also, the site is now showing up more commonly in web search traffic. Mr. Callahan asked about increasing the speed of the site hosting. Ms. Tetley suggested he contact Brett McNerney (the City's IT person) directly. Mr. Brack is also working on stories about the Wyoming Art Show and the Butterfly Gardening class. Ms. Stankorb Taylor is interested in doing a story about City recycling numbers, waste reduction, and the upcoming Junk Day (repurposing junk).

Report from Photo Library Development Committee (Ron, **Jason**, Margie, Debi)

- Photos: Mr. Miller provided an update on recent photo opportunities. The Committee is continuing to work on photo selections for the 800 Oak Lobby and the Recreation Center Front Desk. Upcoming photos will be taken of the Easter Egg Hunt, Son-Sational

Dance, and mulch delivery. Ms. Previsch asked why certain events are not on the City website calendar. Ms. Tetley said she would work with Debby to add anything that is missing. The newest calendar card is currently at the printer but the commission members asked the printing to be held until the April events can be added.

- Videos: None.

Report from New Resident Packet and New Resident Welcoming Strategies Committee (Deb, Val, and Sue)

Ms. Grannan is working to update the new Recreation Department material. Once that is complete, this should be ready to go.

Report from Annual Report Committee (Deb, Margie, Val, Sue, Brenda)

Ms. Carleton reported the Annual Reports were mailed recently and have been well received by the community and staff. Ms. Tetley has received several phone calls and emails about the report saying it is the best one ever produced. Mr. Callahan suggested adding a button on the City website that will allow residents to click to subscribe to WUW. Next year's issue will highlight volunteerism throughout the community. An idea for each department next year is to include a photo of each department director with a short Q&A section. Ms. Tetley was asked to track all volunteer hours in 2019.

Master Plan Implementation Spreadsheet (all)

Ms. Tetley provided the full version of the spreadsheet that includes all Master Plan goals. City staff has taken the liberty of assigning PWC as a stakeholder in certain areas. The Commission was asked to review the document to see if PWC is assigned somewhere it should not be or is not assigned in an area it should. Ms. Stonehill asked for feedback by the April meeting.

New Project Discussion (as needed)

- World Food and Music Festival Marketing: Ms. Tetley provided a very brief update on this event, including food vendors and the entertainment schedule.
- Good Morning, Wyoming Marketing Plan: Sales should kick up again during high school graduation.
- Wyoming Restaurant Cards: Ms. Carleton provided an update on this project and has contacted each of our local restaurants and begun compiling their information and the copy on the card. Once this is complete, it will be written by Ms. Previsch and designed by Ms. Grannan. A WUW story will be published about this project and the card will be posted on the City website. Ms. Carleton hopes to have the copy compiled within the next week or so. The goal is to begin design in April.
- Wyoming Map Update: Ms. Carleton reported that these maps are out of date but there are 1,000 maps left and asked what the commission would like to do. Ms. Lewis suggested the existing stock be used up before the map is updated. This will be tabled until next year. Mr. Callahan suggested looking into a Wyoming map app and will research options and report back at a later time.

Miscellaneous

Ms. Carleton provided an update on the City Hall Lobby design. Rather than the photo montage that was originally proposed, make a large Wyoming logo that will hang in that space (above the brochure racks). Instead the photo montage, printed on metal, will hang above the service windows in the lobby.

Mr. Brack is the official representative to the EDC.

Adjourn

The meeting adjourned at 8:35 p.m.

Respectfully submitted,
Lynn Tetley
City Manager