

Promote Wyoming Commission
May 14, 2019
Meeting Minutes

The Promote Wyoming Commission met on Tuesday, May 14, 2019 at 7:00 pm in the Conference Room of the City Building.

Attendance was as follows: Members present: Deb Stonehill – Chairperson, Ron Callahan, Margie Carleton, Liz McLean, Jason Miller, Sarah Stankorb Taylor, Debi Varland.

Staff members present: none

Others present: none

Call to order:

Deb Stonehill, Chairperson (7:12 pm)

Approval of Minutes

The April 9, 2019, minutes were approved as written. Motion by Ms. Carleton, second by Mr. Callahan.

Citizen Participation: none

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

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

Ms. Carleton provided an update from Ms. Previsch on upcoming WUW stories, including the new Cowboy Cones ice cream shop, with a tribute to Steve of the Wyoming Shoe Repair; the May 20 Green Business Awards, with photos of the 3 business owners; and the 40th anniversary of the Wyoming Meat Market. Ms. McLean offered to work on a Wyoming Youth Services story. A story on the Alcohol Task Force will be postponed, to tie in with announcing a future event. Ms. McLean will write a story to promote the variety of summer enrichment camps, such as the CWC cooking class and Wendy Magee's photography camps, along with camps at the Rec Center and the Fine Arts Center. Mr. Callahan offered to write a story on the Historical Society's new Wyoming-themed beer. Additional story ideas include the Green Team in Wyoming Schools and the "Fitness on the Green" summer series. Ms. Stankorb Taylor will write about the Environmental Stewardship Commission's mini grant to Elm School. She has sent Ms. Previsch a story idea for the Fine Arts Center's upcoming capital campaign to make the building ADA-compliant.

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

Mr. Miller listed the various photographs taken in April and May: spring flowers, the Son-Sational Dance, high school students promoting the "Good Morning, Wyoming" book, kids playing volleyball by the Village Green gazebo, the WBA Shred day event, and the Beyond the Barre rehearsals. Upcoming photos scheduled are the World Food & Music Festival, May Fete, the Art Show, the Centennial Park fountain rededication, and pool events. Ms.

Stonehill reminded the photographers that Art Show photos should focus on volunteers (for the annual report) as well as feature the breadth of talented artists. She recommended photos of the top award winners (art with or without the artist) to show the variety of artwork, and not favoring particular artists.

Mr. Miller, Ms. Varland, and Ms. Carleton have met to discuss ideas for a photo display in the Oak Avenue lobby, and reviewed Wyoming's landmarks to be photographed. The Commission discussed the landmark value of the gazebo on the Village Green, and supported the architectural design challenge to build a replacement structure. Everyone expressed concern about the timing to remove the existing gazebo, and agreed that it should not be removed before a replacement gazebo/structure is ready to be installed.

Videos: nothing to report

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

Ms. Carleton reviewed possible photo subjects for the Big Story on volunteers. Ms. Varland recommended Art Show volunteers hanging student art. Mr. Callahan will seek photos of lacrosse team coaches with kids; coaches with the summer swim teams would also be good. Ms. McLean identified several opportunities with JWC volunteers: at the August 16 concert, at the Library Warehouse, or with a service project at a fall meeting. Ms. Carleton will contact Chief Brown for training opportunities with volunteer firefighters. To represent City-related commissions, Ms. Stankorb Taylor recommended a clean-up day in Stearns Woods with the Environmental Stewardship Commission.

Ms. Stankorb Taylor suggested a Did You Know? about the various efforts of the volunteer "Green Team," which could appear on What's Up or in the Annual Report.

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

The project is being completed by Ms. Grannan.

Master Plan Implementation Spreadsheet (all) – not discussed. Lynn Tetley is consolidating PWC projects into a single spreadsheet to distribute to commission members.

New Project Discussion (as needed)

- World Food & Music Fest: Commission members discussed the event, suggesting that the hours be revised to span lunch time, specifically 11am – 4pm.
- Wyoming Restaurant Card (Margie): Ms. Carleton presented an initial design by Ms. Grannan. The card is on hold until information from the new Cowboy Cones is provided. The commission debated color options for the card, requesting a color that tied more directly to the City's logo.
- Wyoming Map App (Ron): Mr. Callahan has found a good plug-in for the City website and is testing navigation and appearances, to work on all devices. The

commission reviewed categories for various businesses, and agreed that only brick-and-mortar businesses will be included on the app, at least initially.

Miscellaneous:

- Sharonville Food Train restaurant promotion: Ms. Carleton reported on an idea shared by Ms. Tetley to promote Sharonville's 20 independent restaurants. The promotion features a card to be stamped at each restaurant, with prizes for 10, 15, or 20 stamps, along with Facebook posts on the various restaurants and gift certificates. The commission agreed it would be great to promote our restaurants, especially with creative prize ideas that are free (win and get a sandwich named after you!) The commission agreed that our priority will be to first complete the printed restaurant card, and requested more time to think about the concept name, prizes, and timing of a restaurant promotion similar to Sharonville's effort.
- Ms. Stankorb Taylor presented #HireWyoming, a Facebook page to help Wyoming residents who work at home have opportunities to meet and network. She asked for help to administer the page during its initiation, targeting the week of May 20.
- Ms. Stankorb Taylor discussed the concept of a Charter for Compassion, being led by Dave Berstein, a Wyoming resident, along with other religious leaders and officials with the Police and schools. The goal is to promote kindness and all the good people in Wyoming, with an event in the fall and a charter with City Council.
- Ms. Stankorb Taylor updated the commission on the recently purchased home next to Wyoming Community Coffee. Until the house is ultimately torn down and replaced, the City is reviewing its use as a co-working space, with rooms for meetings and business equipment. The commission discussed the pros and cons of using an existing, older home for providing an effective co-working space.

Adjourn:

The meeting adjourned at 9:40 pm.

Respectfully submitted,
Marjorie Carleton