

MINUTES
Promote Wyoming Commission
May 11, 2021

Meeting Minutes

The Promote Wyoming Commission met on Tuesday, May 11 at 7:00 pm at the Village Green.

Attendance was as follows: Jeb Brack, Ron Callahan, Deb Stonehill, Brenda Grannan, Kara Hagerman, Sue Lewis, Debi Varland

Staff Present: Rachel Leininger, Director of Recreation, Lana Bonekemper, Media and Communications Intern

Call to Order

Deb Stonehill, Chairperson, opened the meeting at 7:02 pm.

Approval of Minutes

The April 13, 2021 minutes were approved as written. Motion by Mr. Brack, second by Ms. Grannan.

Business (committee chairs identified in bold):

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

Ms. Stonehill gave the report in Ms. Previs's absence. Stories in April and early May included UpCycle Day follow-up (Mr. Brack), Move for Hunger/Wyoming Community Food Drive follow-up (Ms. Stonehill), Jackie Barnes Design and Patina at Home Create Pop-Up Shop (Ms. Previs), and BBQ and Burnouts (Ms. Stonehill).

Stories for mid-May and June include the Champions Center (Ms. Hagerman) for which Ms. Hagerman is just waiting on student quotes, Covid and Schools (Ms. Engel) for which Ms. Engel is looking for information that avoids directly sharing the Wall Street Journal story, Retail Grants (Ms. Engel) for which Ms. Leininger was interviewed, a story on the new Yoga business above Half-Day Café (Ms. Engel), WCIA/Upcoming Activities (Ms. Bonekemper), Pool Opening (Ms. Bonekemper) which will be announced via video as well as a printed story, Memorials Fundraising (Ms. Bonekemper), Rain Barrels (Ms. Bonekemper), Daisy Jane (Mr. Brack) for which Ms. Grannan will get photos.

We will also publish stories to promote Bourbon, Blues & BBQ (Ms. Stonehill), a reminder about the Art Show (Mr. Brack), Live on the Green (Mr. Brack), and Movie on the Green (Ms. Hagerman). Deadline for Bourbon, Blues, & BBQ, Live on the Green, and Movie on the Green is early June. We will also write a feature on the new Civic Center patio (Ms. Bonekemper), and a story on the new butcher, Shelbi Nation, at the Wyoming Meat Market (Ms. Previs). Ms. Bonekemper will follow up with Mr. Herzog to see about making a video to communicate Wyoming's overall "re-opening" in a post-covid climate.

Ron's stats report is as follows: There was a lag compared to last year this month, likely due to fewer stories this year, so we need more content out there. BBQ and Burnouts got the strongest response in the past month, followed by the Move for Hunger/Wyoming Community Food Drive. Overall, we had lighter traffic in terms of views.

Ms. Stonehill announced that Mr. Callahan will be leaving PWC, so we need to find his replacement—preferably someone experienced in data analytics and web publishing. Mr. Callahan will not resign from PWC until a potential replacement is identified.

Ms. Stonehill asked that everyone on PWC fills out the City Manager Survey by May 17th, if they haven't done so already.

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

Update to Ms. Varland's email address: dvarland@cinci.rr.com

Ms. Varland gave Mr. Miller's report in his absence. In mid-April/early May we have completed the pictures for the following projects: Rain Barrel, Move for Hunger/Wyoming Community Food Drive follow-up, BBQ and Burnouts, and UpCycle Day follow-up. In progress, currently, are: Daisy Jane, Champions Center (Ms. Hagerman and Ms. Leininger will ask Jeff King to take/send photos of students using the Center's new equipment), Garden Tour (Mr. Brack will send Ms. Varland a list of the addresses for the Garden Tour), Bourbon, Blues, & BBQ, Live on the Green, Movie on the Green, and the Pop-Up Dog Park, which was changed to May 21st. On the horizon is a story about July 4th.

Ms. Stonehill said that due to scheduling conflicts, the next PWC meeting (June 8th), will either be led by Ms. Previs, or the meeting will be rescheduled to June 1st. Ms. Stonehill will let the group know what the decision is by May 26th.

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

We are gathering music for the Welcome Video as well as narration for the video from Mayor Hoffmeister. The finished product will go on the landing page above the uploads. Ms. Grannan is working on creating alternate banners for the YouTube page. The idea was proposed that we do a drone shot of children spelling "Wyoming"—Mr. Miller is to speak with Ms. Grannan (about photo dimension requirements) and dates/logistics of the shot with Ms. Leininger.

WUW Symbol Discussion (Deb):

Ms. Grannan will work on creating a symbol for What's Up Wyoming. Mr. Callahan will conduct research about online buttons to clearly define what it is we need to create.

Adjourn:

Motion by Ms. Lewis, seconded by Mr. Callahan. The meeting adjourned at 8:13 p.m.