



**Richfield Joint Recreation District
Special Meeting Minutes
Communications Committee Approved Meeting Minutes
Thursday, July 31, 2014 7:30 P.M.
(Meeting Held at Richfield Village Town Hall, Caucus Room)**

Call to Order - 7:35 pm

Ms. Clark welcomed all members of the newly formed Communications Committee

Committee Board Members

Kelly Clark
Donna Skoda – absent
Bill Taylor – absent

Committee Members

WRLC – Kendrick Chittock
Mayor Bobbie Beshara
Abby Gretter – Absent
FOCH – Corey Ringle
Lynn Richardson
Lucy Hanigosky – Absent

Guests

Lexi Beshara
Board Chairman – Floyd Ostrowski

Business

1. Subdivision Reports – Seeking volunteers to head these sub-committees

a. Branding

1. Logos – Gina Rasicci – working on a JD logo, Mr. Ostrowski will have his marketing department work on one as well, Rick Centa, Kholid (Mayor's s-i-l)
2. The official mailing address will be the same as the Village, Mayor will check on a VM for Phone

b. Strategic Planning

2. Vision/Mission Statements
There was discussion of a mission statement, tag line, and vision. Mission needs to be to the point, vision more in depth, tag-line – short sweet!

c. Media Relations

3. Press

Jeff Gorman – West Side Leader
Sue Serdinak – Scriptype
Jody Miller – ABJ
CPD – Mayor will check with her cousin who works there.

d. Marketing/Public Relations

1. Community Day

Board Members if available should choose a time between 12 – 4 to man the table. Talking points will be available. Big Tent. FoCH will help with signs.



e. Website, Social Media

Facebook page complete – RICHFIELD JOINT RECREATION DISTRICT, OHIO

Twitter – Richfield JRD

Website – Page on Village for min/agenda – seeking proposals for RJRD website

f. Development

1. Donor, Naming Rights, Membership, Events & Rentals

Events – Open House themes for public.

2. Suggested Budget for Communications – may need funds for letterhead, envelopes, bus cards, website, etc...

3. Calendar

a. Set Committee Schedule – Thursday's 7:30 pm Village Hall

b. Schedule of Site Visits

Set open house dates with Kendrick – 9/14, 10/5, 18, 26 with additional dates as need for:
Professionals (architects, preservationists, etc....)

VIP – councilman, trustees, honored guests, et al... Those dates will be as needed and will require guest be on a list that will be submitted to the WRLC

Discussion about open house dates volunteer responsibilities – will refer to Donna Skoda
Will let give dates to necessary groups and will begin to work on each event

4. Contact Information – will have a communications contact sheet for the next meeting

5. New Business - none

6. Action Items & Agenda Items for Next Meeting

Next meeting 8/7 at 7:30 pm

7. Public Comment - none

Adjournment 9:10 pm

Respectfully Submitted,

Kelly E Clark, Communications Chair

Approved by the RJRD Board August 11, 2014