



**Richfield Joint Recreation District
Special Meeting
Communications Committee Meeting Minutes
Thursday, August 14, 2014
7:30 P.M.**

(Meeting Held at Richfield Village Town Hall, Caucus Room)

Call to Order

Roll Call

Committee Board Members

Mr. Bill Taylor
Ms. Kelly Clark
Ms. Donna Skoda - Absent

Committee Members

Mrs. Abby Gretter
Mrs. Lynn Richardson
Mrs. Lucia Hangoski
Mrs. Corey Ringle
Mayor Bobbie Beshara
Mr. Kendrick Chittock – Absent – Report by Phone

Guests

Board Chairman – Mr. Floyd Ostrowski

Business

1. Subdivision Reports

a. Branding

1. Logo Update - The committee chose two logos to present at the RJRD Board meeting Monday night. With tweaking, they will be the “tree” and the “owl” logo. Mr. Ostrowski to have his ad firm to tweak them. These are In-Kind gifts. Two tag lines will also be presented; the emoticon in the middle of them has not been established yet but will be working on it. “Richfield **X** Together” “Our Park **X** Our Richfield”

b. Strategic Planning

1. Vision/Mission Statements – There was some discussion on summing up our mission statement for the purposes of publicity. The discussion will continue at the next meeting.

c. Marketing/Public Relations

1. Community Day Report

Members of the RJRD Board were present to answer questions. FoCH made an informational presence Crowell/Hilaka specific. Many residents stopped and asked questions.

There was discussion about the showcase at the Library. It may be available for use in September and October.

A correction was sent to the RTimes that Debbie Bluso-Rogers is the administrator for the RJRD

d. Website, Social Media

Website – Mr. Black has withdrawn his proposal for designing and maintaining the proposed RJRD website. His proposal of \$2400.00 is off the table.

Mrs. Ringle and Mrs. Gretter designed websites on free hosting. Each had great qualities.



Jenny Austin Designs quoted \$500 to design a website. Ms. Austin is the designer of the FoCH website. We are awaiting a hard copy of the quote. Ms. Clark will recommend accepting Jenny Austin Designs for our website to the RJRD board.

Ms. Clark designated additional Administrators for Twitter and Facebook. Mayor Beshara will admin Facebook and Mrs. Gretter will admin Twitter.

e. Development

1. Event Update Open Houses – Mr. Chittock confirmed our requested dates. The open house dates will be as follows: September 14 – 1 pm – 4 pm (Noon to 5:00), October 5 – Noon to 5:00 pm (11:00 – 6:00 with VIP from Noon – 2:00 and public 2:00 pm – 5:00 pm) Oct 18 & 26 (Times TBA)

2. Themes:

Discussion was held about the themes to each event. Topics include the VIP Honey Tasting, Selfie Day, Scavenger Hunt and the like. Ms. Clark appointed a coordinator for each day as follows: September 14th Lucia Hanigosky

October 5th Mrs. Gretter – VIP Event – Public -Mrs. Ringle – Social Media Selfie Day

October 18th Lynn Richardson – Treasure/Scavenger Passport

October 26th - Communications Committee

Amount of volunteers will need to be considered by Ms. Skoda

2. Calendar

a. Schedule of Site Visits have been confirmed. Tentative cleanup, marking of trails set for August 6, 7 and 12th (if necessary) will confirm dates. All volunteers on those days must sign waivers regardless of age.

3. New Business

Communications will need a budget and that will be discussed at the next meeting. There was further discussion on Communications Protocol. It was reiterated that communications go through this committee.

Discussion on the need for golf carts for the open houses for the purposes of serving persons with disabilities. Mayor Beshara will take on that responsibility to locate available carts. It was mentioned to have at least ten.

There was a discussion on combining Volunteer/Communications meetings as they are so intertwined.

Discussion on matching funds for the open houses with FoCH

4. Action Items & Agenda Items for Next Meeting

Beth Sanderson – Library Displays

Fact flyer

Banner

Comm Budget

Article in Richfield Times – Deadline 15th

VIP Event

5. Public Comments

Mr. Ostrowski offered many insights to tonight's meeting.

Adjournment

Next Committee Meeting August 21, 2014 7:30 pm Caucus Room

Respectfully Submitted,

Kelly E Clark, Communications Chair

Approved by the RJRD Board, 11/17/ 2014