



**Richfield Joint Recreation District  
Special Meeting  
Communications Committee Meeting Minutes  
Thursday, August 21, 2014  
7:30 P.M.**

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

**Call to Order**

**Roll Call**

**Committee Board Members** Kelly Clark, Donna Skoda, Bill Taylor

**Committee Members -**

Mrs. Abby Gretter  
Mrs. Lynn Richardson  
Mrs. Lucia Hangoski  
Mrs. Corey Ringle  
Mayor Bobbie Beshara  
Mr. Kendrick Chittock

**Guests**

Mr. Pat Norris

**Business**

**1. Subdivision Reports**

**a. Branding** - The board chose the swing logo, still working on the tag line.

**b. Strategic Planning**

1. Vision/Mission Statements - Committee to work on suggestions for a 1 - 2 lines shorter mission statement for publicity purposes. Talk about Strategic Planning with worksheets to the board committee members

**c. Marketing/Public Relations**

1. Library - September 4<sup>th</sup> Beth Sanderson will be filling the cases at the library for two months
2. Media Relations - Received a contact list for local news/radio from Karen Smith. This will be a great tool to use in the upcoming months.
3. Article was sent to Scriptype Publishing announcing the open house dates.  
Permanent "RJRD" column. Sue Serdinak informed me that there will be a huge article about everything in the Sept issue of the Richfield Times concerning the efforts of the board. She did not give us a column as she is treating us like a political entity at this time.
4. Calendar - There was some confusion of the dates however they will stand as 9/14, 10/5, 10/18 and 10/25 as open house dates. All will be from 1-4 with the exception of 10/5 which is 2-5
5. Fact Flyer - tabled
6. Banner - Ms. Clark is awaiting a quote for the open house banner that will be in the center of town from Post Net.

**d. Website, Social Media**

Website - The board accepted the recommendation to hire J Austin as our website builder. A contract was submitted and will be reviewed for approval. Discussion was held on what she will need first.

Twitter - tweets are going out every other day or so

Facebook - Minutes and Agendas are being posted as events.

**e. Development**

1. Budget Discussion - The board approved a 4000.00 communications budget to be used specifically for open houses. It was announced that FoCH would donate to the RJRD \$2000.00 to be used for the open houses as well. Ms. Clark state that she will need in writing exactly what restrictions will be placed on that money and will present to the board for acceptance approval.



2. Report on Themes

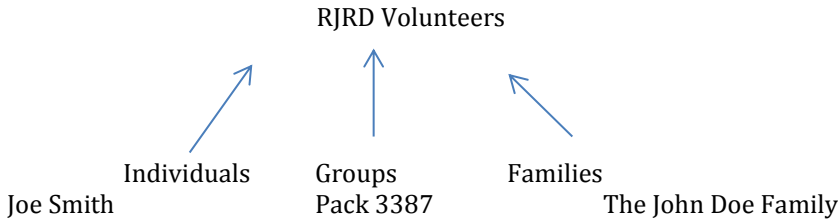
Abby

discussion of separating the fundraiser event and decided that it would move to the campaign committee and would be a separate function outside the open houses. Working on the text to the Honey Event invitations should me out in a week!

Lynn Richardson – There was a discussion on volunteers and signing up volunteers to help with functions. It was stated that the volunteers would use Sign Up to donate their time to a specific function. Jenny Austin will rework that site so that volunteers from FoCH can use it as well as volunteers from the RJRD. The RJRD will be recruiting volunteers as well as using the talents from FoCH.

Open House Events and

Gretter – There was



The coordinator from each event will have access to the Sign Up site to be able to pull their volunteers and place accordingly.

Lucy Hanigosky – 9/14 Event will be a passport themed focusing on the main structures and highlighting conservation areas. Guest will travel from place to place and receive a stamp in their passport once they listen to the docent's talk.

Corey Ringle – Absent

3. Golf Cart – Mr. Norris reported that he has two carts for us to use during open houses with drivers!

3. New Business

4. Action Items & Agenda Items for Next Meeting

5. Public Comments

None

Adjournment

Next Committee Meeting August 28, 2014 7:30 pm Caucus Room, Village of Richfield Town Hall.

Respectfully Submitted,

Kelly Clark, RJRD Communications Chair

RJRD Board Approved 11/17/14