



**MINUTES OF MARKETING/COMMUNICATIONS  
COMMITTEE MEETING**

**WEDNESDAY, SEPTEMBER 27, 2017**

**Meeting Held at Gund Hall**

1. Mr. Smith called the meeting to order at 6:30 p.m.

2. The following people were present: Karen Smik, Kathy Donchess, Carol Campbell, Donna Spiegler, Meg Slifcak, Bob Becker and Bill Smith. Amie Becker attended with Bob, and lead a discussion and workshop on branding and perception.


3. Ms. Becker summarized the concept of branding, explaining the various kinds of brands (e.g., “disruptive” brands like Virgin Airlines, “innovative” brands like Netflix, “performance” brands like BMW or Federal Express, “service” brands like Target) and illustrating how branding differs from simple advertising by incorporating all of the elements of the impression that the branded idea, object, place or thing makes on people who face it. In the case of Richfield Heritage Preserve (the “Park”), branding would include anything – from the colors and designs of the signage to the visual experience of a first-time Park visitor – included in the experience of a visit to the Park or a meeting with a Park advocate.

The branding workshop was a descriptive exercise, using printed cards each containing a single adjective. The participants were given the cards and asked to rank the words in order, reflecting what they think of when they think of the park. The results were culled, discussed (with participants urged to compare their responses with those of the others so as to reach consensus) and reconciled. The result was that the following six words were selected as the most representative: welcoming, adventurous, timeless, rich, surprising and fun. The participants were asked to draft a five-sentence “positioning statement” using those words or concepts for the next meeting, scheduled for Tuesday, October 6.

4. The meeting was adjourned at 7:20 by voice-vote.

Presented by:

Accepted by:

 Date 10.23.17

 Date 10-23-17

Bill Smith, Secretary RJRD

Bob Becker, Chairman

Richfield Joint Recreation District