



**MINUTES OF MARKETING/COMMUNICATIONS
COMMITTEE MEETING**

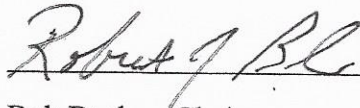
TUESDAY, OCTOBER 3, 2017

Meeting Held at Gund Hall

1. Mr. Slifcak called the meeting to order at 6:49 p.m.
2. The following people were present: Karen Smik, Kathy Donchess, Carol Campbell, Donna Spiegler, Meg Slifcak, Bob Becker. Amie Becker attended with Bob, and the lead the exercise to develop a positioning statement.
3. Ms. Becker summarized the words identified in the previous session, describing the various aspects of the product. Then a draft positioning statement was worked on by the group and refined.
4. The positioning statement will be reviewed and a persona be identified at the next meeting, scheduled for Sunday, October 22.
5. The meeting was adjourned at 8:20 by voice vote.

Presented by:

Accepted by:

 Date 10-23-17

Bob Becker, Chairman
Richfield Joint Recreation District

 Date 10-23-17

Meg Slifcak, Governance Committee Chair