



**MINUTES OF MARKETING/COMMUNICATIONS
COMMITTEE MEETING**

RICHFIELD JOINT RECREATION DISTRICT

Sunday, October 22, 2017

Meeting Held at Gund Hall

1. Ms. Slifcak called the meeting to order at 2:49 p.m.

2. The following people were present: Karen Smik, Kathy Donchess, Carol Campbell, Donna Spiegler, Meg Slifcak, Jim McClintock, and Bob Becker, Bill Smith had an excused absence. Amie Becker lead a discussion and workshop on refining the positioning statement and branding persona.

3. Ms. Becker summarized the previous results and initiated the persona exercise.

Listing of persona's pursued, after much discussion and work, the several characters that actor Tom Hanks portrayed, seemed to be the best fit for a persona to represent the positioning statement of the property.

The positioning statement was scored. The first scoring was less than the minimum of 48 points. Adjustments were made and the results achieved a score of 51.75 for the positioning statement.

Position Statement:

For visitors, residents, educators, partners, contributors, the press, RHP is a community supported natural and historic park which provides a surprising, rich experience in a timeless, welcoming retreat through diverse recreational, educational and event space in an intimate setting. We are Ohio's hidden treasure.

The meeting was adjourned at 4:42 pm by voice-vote.

Presented by:

Accepted by:

Date 10-23-17

Date 10/23/17

Bob Becker, Chairman
Richfield Joint Recreation District

Meg Slifcak, Governance Committee Chairperson
Richfield Joint Recreation District