

Marketing & Branding Commission

Meeting Minutes – August 17, 2020

Members Present

Kelly Oswald
Julie Dekker
Bernie Greenawalt
Jackie Bobbitt
Paul Yedwofski
Jim Green

Members Present Remotely

Stephanie Pyrzynski
Beth McKernan
Carol Racine

Also Present Remotely

Diane Galante, Trustee

Members Not Present

Daniel Fitzgerald, Chairman
Dennis Suglich

Associate Members Not Present

Nick Markowitz
Nick Halikias
Jason Freeland
Courtney Rourke

Staff Present

Donna Framke, Marketing Director
Vicki Sanchez, Special Events Coordinator

Acting Chairperson Jackie Bobbitt called the August 17, 2020 meeting to order at 6:05 p.m. Jackie reviewed the remote meeting protocol with all in attendance and Kathy took a roll call to acknowledge all in attendance.

Approval of Agenda & Minutes – Motion to approve the agenda made by Julie Dekker, seconded by Paul Yedwofski. Motion to approve the February 24, 2020 minutes made by Bernie Greenawalt, seconded by Jim Green. Approved by voice vote.

Discussion Items:

Merging CRC & MBC Commissions –

Donna handed out a memo regarding the combining of the Community Resources and Marketing & Branding Commissions. She stated that both work closely with the Marketing Department. Due to the passing of the CRC's long-time chairperson and the inability to get any one new to volunteer to join the commission, a merger is being considered. A new restructure of the commissions is being proposed; the two commissions would combine into one with approximately 18-19 commissioners. The combined commission would have three sub-committees which would have the following goals and objectives:

1. Support activities and events and the impending Harmony Square
2. Support tourism initiatives and advance the brand
3. Support community involvement and engagement strategies

Donna explained the specifics and asked for feedback from the commissioners. A commissioner asked how often and when the sub-committees would meet. Donna stated that possibly the sub-committees would meet for up to an hour before the monthly commission meeting and then meet collectively as a group to share what each other is doing. The commissioners were in agreement of the merger and many expressed that it was a good idea and will have many positive benefits.

Donna stated that she would be taking this recommendation to the Marketing Committee tomorrow evening.

Events Updates –

Vicki updated the group on the following events:

The Farmer's Market will continue through October. Attendance has been at 1,100 to 1,200.

Cruise Parades, a new event to take the place of the Cruise Nights has been very well received. August 18th will be the last one for the year.

Also new this year is a Benches on the Avenue Scavenger Hunt for individuals to take part in and have a chance at winning prizes.

This year's first Music in the Plaza was last Saturday. Spots were measured out to be Covid safe. They had just under 1,200 tickets available, but less than half of that showed up. It could have been because of the threat of rain, or just ticket hoarding. They'll institute some changes for the next one so that tickets can be released after a certain time. Bench awards will be announced at the concert on the 29th. Local bands were chosen to perform at these three scheduled concerts and the concerts will be live-streamed.

There will be some changes to the Halloween event. They discussed having the Boo Bash with pods of 50 people moving to different activities every 20 minutes or so. It will likely be a ticketed event and will not be able to have as many in attendance as past years. A monster parade and house decorating contest was also discussed.

The Holiday event will require some changes. Photos with Santa will be a challenge they will try hard to work through because it is such a family tradition. They will try some things with plexiglass to see if they can find a solution. They may still have ice carvings and modified horse and carriage rides. Some alternate ideas for the Holiday Market will have to be evaluated.

Informational Updates –

Donna stated that the funds for the Wayfinding Project were pushed off for a future fiscal year. The state killed the idea the village submitted for the 80th Avenue bridge sign; they did not want any logos or any street identifiers.

On the tourism side, they've been working on a visitor app; it should be ready for roll out by the end of the year. They're working on a second round of brand awareness posters; Donna will share the ideas once they're ready. The musical chairs have been put into storage for now. The program was well received and will be refreshed next spring.

The Village has hired a Business Development Manager; she has been working closely with Donna and will be available to help build the brand.

Comments from the Public – none

Adjournment – Motion to adjourn meeting made by Paul Yedwofski, seconded by Julie Dekker. Meeting adjourned at 7:09 p.m.