

**Park Hills
Communcation Committee
Council Chambers, 1106 Amsterdam Rd
July 12, 2017**

Committee Members Present:

Karl Oberjohn
Bob Amott

Sarah Froelich
Andrew Smith

Jason Reser

Community Present: Mayor Mattone, Karen Oberjohn

Summer Newsletter review:

Notes about successes and what we can do better.

- We should make sure someone is getting quality photos at events. -Karl
- Get everything approved before it goes to layout, as when the articles change, the layout changes and incurs a lot of work.-Bob
- Timeline needs to be established for the next newsletter. Quarterly? Decide on some driving dates before events... Three weeks or so before the next big events.
- Next Newsletter delivery target **September 9th, 2017**
- The city's printer machine can auto-fold and put the stickers on there (the stickers that keep the pages from falling apart in the mail.
- Push-button publishing! Routes, etc!
- Send the file to Julie's computer to print as the driver that gets installed ends up being corrupt. -Bob
- Need to make sure Dan & Julie's name are correct in there.
- For fall get the leaf collection dates, etc. -MM

Newsletter/Membership form for PHCA

Julie knows the format and can work with them on this mailing.

News on New Website

Complaints have been typed and have been forwarded by Julie to the Mayor. Not sure about other things -MM

Chief wants to learn how to use the website so he can make quick and important changes.

Avant Gardener page is on the website.

Karl suggested there would be a way to get payments on the website for taxes and licenses, etc as other cities do.

- Maybe we could pass the cost to the user.
- Squarespace already has payment processing.
- Could save some of Julie's time, considering that she ends up chatting with each person for 5-20 minutes... maybe in the end this would be easier.
- Could do a trial-run.

Communication Committee to assist PHCA

They have done a great job getting events going just about each month. We should help them find more volunteers.

Have a structured meeting with pizza and beer/etc.

- Assess and invite stakeholders from past, and more.
- Mayor Mattone offered to organize a celebratory meeting to offer to help them organize and support anything they need.
- Andrew will be liason to help with this, possibly have them at our next scheduled meeting on August 9th.

Branding

Marty was not present but created a **Brand Discussion Guide** for us to use.

- Bob wanted to make a point. The best part of the brand for us is that we are not creating a brand, but are really bringing together an existing brand and **coalescing** it. We have a 90 year old product that everyone knows what is is, we just need to put it together in an organized fashion. Park **Hillses'** Brand exists, we need to just articulate it. People love this community for the trees and the neighbors.
- Karl's view is that we might surprise ourselves with what each other thinks. We might want to consider not just what we have now, but what our future is as well. We will want to pick from similar words such as "Historical" vs. "Elegant"
- Bob is saying that we are just taking it to another level, just a restructuring of the current brand. We're going to improve what already exists.
- Karl said in fairness to Marty, we should wait for him to guide us in this process, as he typically does this.

- Mayor Mattone has a poster of the original marketing from 1927 that says “Kentucky’s Finest City,” and suggested that may be the type of message we wish to continue.
- Decided to wait for Marty.

Action Items

- Matt will ask Julie about online payment systems.
- Andrew will put together message to solicit meeting for improvement and support for their communications, especially where we overlap and in light of our missed newsletter target and the whirlwind year.

Adjourn.