

St. Bernard Council Marketing Committee Meeting Minutes (full audio available)

Tuesday, Oct. 2<sup>th</sup> 7:30 pm

Council Chambers

- I. Members attending: Bob Culbertson, Alan Siefert, Kelly Chastain
- II. Discussion of Business
  - a. Electronic newsletter
    - i. Limited “teaser” version releasing in October with future version being more complete.
    - ii. A. Siefert endorses idea to have historical component, and Marge Niesen has agreed to provide content.
    - iii. Discussion regarding Village event calendar and ability to include a separate Community list with disclaimer that events are posted as a public service and are in no way related to the views or operation of the municipal corporation.
      1. Concerns that it might appear as though the village supports a community event need to be clearly addressed with the disclaimer.
      2. Audience: Can church events be listed? Yes, in Community events.
      3. Suggestion that all Community events have submitter listed.
    - iv. Budget prevents hard-copy version
    - v. Discussion of social media utilization
      1. B. Culbertson would like to see Village promoted on social media in order to let user note that they plan to attend certain events, etc
      2. Links to village site and newsletter fine, but active maintenance not likely without a volunteer having their own site and providing links to events and calendars
  - b. German Luau updates
    - i. The initial planning meeting has occurred and many more are in the works.
    - ii. Resident asked if city was paying for the event or if sponsors were covering
      1. A. Siefert and several others discussed that the event will likely pay for itself.
        - a. It is not “designed” to make money, rather to generate interest, engagement and excitement.
        - b. Can be managed to pay for itself.
    - iii. The question of possible seed money arose
      1. Discussion led to agreement that seed money for deposits very likely. The source, be it sponsors or existing recreation resources is not known at this time. Future planning meetings will address specifics.
  - c. Condition of parks
    - i. All agreed that our parks are not in top shape
    - ii. Representative of the service department, including Mike Wiedmann and Tom Paul, discussed the department being down in staff from 17 full-time to 15 full-time. They also discussed a dramatic drop in their part-time workers.
      1. Budget and personpower shortages simply prevent top of the line departmental performance, although results with short-staff are strong due to energy input of current workers
      2. Plans to increase from 15 to 16, but part-time work force very important and maybe more so than adding the 17<sup>th</sup>.
      3. Discussion tabled pending topic move to Service Committee meetings.
    - iii. If park condition comes up, they can be a better marketing point for the Village.
  - d. Limited Dial-a-Ride (DAR) possibilities

- i. Expanded discussion on using the DAR bus to shuttle workers in industrial sector over to our businesses during lunch.
  - 1. A scheduled "loop" prevents need for dispatcher expense
  - 2. Can also incorporate construction workers for the next couple of years
  - 3. Someone noted that many workers already walk over for fitness reasons
    - a. If many are already walking, some will choose to ride and many others might come over with the ease of transportation
  - 4. Businesses could advertise on or in the bus itself
  - 5. If this can be done, might we open up a limited Wednesday 3-6 and Saturday 11-1 or some other time slots for carrying residents around town for errands.
    - a. Resident asked if Sunday possible for church, but it was noted that only one person used the former DAR for church on Sunday
  - 6. We would need industry buy-in.
    - a. Mike Wiedmann will reach out to industry get a feel for whether this would be of interest
  
- e. Food Truck Rally
  - i. This should be relatively easy to do, but we need a point-person or group.
  - ii. Resident mentioned Greater Cincinnati Food Truck Association
  - iii. R. Culbertson asked if we could combo a rally with a Movie or Concert in the Park and thought local SteetPops might love to get involved.
  - iv. D. Tobergate thought Walt Moeller had worked on this before and might be a good contact
  - v. It was decided that M. Wiedmann, C. Sauer, P. Schildmeyer, and K. Chastain would start a group email discussion to pursue this.
  
- f. Farmer's Market/Free-Range meats
  - i. K. Chastain has sent two emails to Burwinkel Farms in the past year, with the last including the Marketing Committee and Mayor. There has been no response.
  - ii. We will have to cast a broader net to find interest.
  - iii. D. Tobergate has some connections and will investigate interest and possibilities.
  
- g. Fitness trail/Dog Park
  - i. The walking/fitness trail is of definite interest to the community. Resident comments confirmed this.
  - ii. M. Wiedmann and T. Paul confirmed intent to go forward as funding and personpower allow.
    - 1. Intent to hit all parks and eventually connect to larger Cincinnati trail
  - iii. Discussion of dog park location
    - 1. Ludlow needs major work and restrooms to be useable on a broad scale
    - 2. Someone suggested the area on Tennis Lane where courts used to be located
  - iv. Discussion veered to overall park area demand by sport teams and whether we could be a host location for little league football, baseball, or soccer.
    - 1. Sports used to flourish here, then interest waned, and now the programs are becoming robust again
    - 2. Demand for field time is great
    - 3. P. Schildmeyer indicated that there might be plans to become host in future as we improve park resources
  
- h. DORA (Designated Outdoor Refreshment Area)
  - i. Most sentiment around this was negative
  - ii. R. Culbertson asked if it was needed
  - iii. K. Chastain thought it might be an attractant as the Wiedemann brewery flourishes and might help St. Bernard become a desired destination

- iv. J. Stuchell felt that it wouldn't compliment current situation but might be a consideration as revitalization continues over time
- v. Idea put to rest at this time and will not go forward

i. "Movies in the Park" and expanded Christmas-season celebration

III. Other Business

IV. Close meeting