

St. Bernard Council Marketing Committee
Thursday, June 28th 7:30 pm
Council Chambers

- I. Committee Attendees: Bob Culbertson, Alan Siefert, Kelly Chastain
 - i. Public: Marge Niesen, Jonathan Stuchell, Mike Wiedmann, Chris Sauer, Ray Culbertson, John Ungruhe, Kevin Strotman

- II. Discussion of Business
 - a. Possibility of a marketing/grant-writing combo position
 - i. Per J. Stuchell, current situation is up-training a volunteer to undertake grant-writing efforts. This volunteer is resident Nicole Klungle. Oversight is needed to avoid being awarded fund-matching grants where we cannot fulfill obligations for match. Oversight by input from Service and Safety Directors with J. Stuchell being point-person at this time.
 1. Currently attempting to build a grant “wish list”
 2. N. Klungle friends with professional municipal grant-writers who have offered to advise process but cannot actively write due to concerns of competition with services provided elsewhere.
 - ii. Eventual consensus that no money exists to create a paid marketing position and that marketing and grant-writing should be separate efforts.
 - iii. Consensus that the External Marketing Group and Council Marketing Committee should continue to operate and integrate for Marketing purposes.
 1. Suggestions of possibility of using marketing consultants on occasion with caution that a known municipal grant-writer bills at \$75/hour.

 - b. Old police station
 - i. B. Culbertson wondered if we could investigate business types that could use the structure as-is. Urgent Care and other medically-related businesses were mentioned with some commentary on previous attempt to purchase by an Urgent Care facility.
 - ii. K. Chastain asked if it was time to accept bids, followed by discussion of maintenance to bring to useable condition. Elevators work, but some HVAC work might be required. M. Wiedmann confirmed that the boiler has issues. Some brief discussion about whether it would be better to accept bids for lease or for purchase, with J. Stuchell mentioning that many companies prefer to lease space.
 - iii. It was suggested that we reach out to professionals to gather info on what businesses might be interested in the specific type of building. J. Stuchell agreed to ask some contacts in the commercial real estate business.

 - c. Weekend farmers market/free-range meat combo
 - i. All agreed that this was a good idea, but several including C. Sauer mentioned that it was probably too late in the season for someone to show an interest in setting up this year.
 - ii. Several locations were proposed, including the Square parking lot. A. Siefert mentioned the unused greenspace and parking lot next to St. Clement.
 - iii. Frequency and the need for permits were discussed.
 - iv. It was agreed that this would be something to start working on for next year, which gives time to make appropriate contacts and see what will happen with the Square.
 - v. *Side conversations led to discussion of flea market/Farmer’s Market combinations in concert with local business involvement
 1. J. Stuchell suggested a reboot of a “Chamber of Commerce” type of organization
 2. A Food Truck rally was discussed

 - d. Possibility of a new German festival or St. Bernard Days festival replacing the expensive fireworks

- i. B. Culbertson initiated this idea that was supported by all. With the loss of the 4th of July festival, maybe we can reinstitute something that is uniquely St. Bernard and move away from the 4th to highlight the village. The consensus was some form of German Luau.
- ii. R. Culbertson suggested we start now for next year and B. Culbertson advocated for using Vine Street. It was mentioned that re-routing the buses might be a problem, but several commented that other cities and villages do this for festivals. K. Strotman commented that St. Bernard has done this in the past. Since it is our village, we can ask the buses to go around a portion of Vine for a day.
- iii. K. Chastain suggested a Queen City Sausage/Wiedemann brewing sponsorship. J. Stuchell suggested first meeting with Jon Newberry of Wiedemann to see if he had food ideas at his disposal. Volunteers J. Stuchell, M. Wiedmann, and A. Siefert agreed to serve as a point-group and will meet with J. Newberry.
- iv. M. Niesen commented that without people to help, festivals don't move forward. She and K. Strotman volunteered to assist in any effort.

e. Fitness trail

- i. Status unchanged at this point. M. Wiedmann was asked and agreed to help the project move forward from a physical standpoint while C. Sauer continues to look for funds and overall ideas.
- ii. In addition to joining all commonly-used parks and containing fitness stations, M. Wiedmann suggested connecting to Ludlow Grove with a possible walk-around there.
 1. Some are calling for a "dog park" in Ludlow grove
 2. Tabled: discussion of dog park possibility and whether it can be done for profit

f. Electronic newsletter

- i. All that is lacking at this point are dedicated content writers who will ensure articles of a certain word-count each week or month
 1. Most agreed that initially a month version would be best, as long as one section is editable for meeting and important date information
 2. Without content, the idea will fail. Marketing group will reach out to Department Heads for small article contributions.
 3. M. Niesen can provide content and is attempting to publish a hardcopy newsletter for the Historical Society.
 4. Mason does theirs weekly and that would be something to strive for. The cost would be extremely small. Once a month up to 5000 emails is actually free.
 5. Once published, a link can be placed on village website.

III. The next Council Marketing Committee meeting will most likely in about two months and will be announced at a Council or COW meeting.

IV. Close meeting