

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

Tuesday, Sept 4<sup>th</sup> 7:00 pm

Council Chambers

I. Committee attendees: Bob Culbertson, Kelly Chastain

II. Discussion of Business

- a. Committee discussed dissolution of external group; all marketing activities will need to be led by the committee. Committee discussed how to proceed with active “marketing” while having no funding in the budget. Village finances force that approach at this time. Bob Culbertson suggested we might look at a “minimal/mid-ground/full-blown” approach to future marketing efforts, meaning we forecast what type of efforts/funding-levels would be expected for three different levels of marketing packages.

At this point we will have to proceed without funding and leverage the experience of advisors like Chris Sauer and any available internal volunteer efforts.

- b. Committee discussed grant writing. All present agreed that we do not have the time and expertise necessary to take an active role in village grant-writing efforts, but that we can continue to highlight the issues and apply positive, constructive encouragement that all departments move forward with active grant-writing efforts.
- c. All agreed that the old police station will no longer be a marketing concern as it will be transitioned to CIC, which has access to active members with marketing, real estate, and real estate law experience.
- d. Committee discussed weekend farmers market/free-range meat/flea market for 2019. All agreed that some version of this would be a useful effort, but Bob Culbertson pointed out that a flea market component might end up being a junk-sale situation. Initially a farmer’s market with free-range meat component might give residents and outsiders a reason to congregate and an avenue to more wholesome foods, while potentially bringing consumers closer to existing businesses. We will craft an email to some of these groups to gauge interest in coming to St. Bernard next season.
- e. Alan Siefert has scheduled the initial planning meeting for this and will provide updates as that effort goes forward.
- f. K. Chastain discussed how to better integrate and highlight Ross Park. After discussion, all agreed that our parks, in general, are not quite the highlight points they’ve been in the past. B. Culbertson has been in contact with Service Department representatives on this issue, and we’ll expand on that as a whole Council. We will pursue follow-up with Paul Schildmeyer on the Ross improvement process and whether the entrance (entrances?) can be improved in some way to showcase that asset.
- g. The potential to host a Food Truck rally was discussed. Numerous communities host successful rallies that pull local workers over into their village centers on a Friday and pull in non-residents on the Saturday just after. Committee will follow up with Mike Wiedmann, who initially suggested the idea, as well as Mike Peck for information on permits. B. Culbertson asked if Dial-a-Ride could in some way be utilized to shuttle workers from our industrial district over to our food establishments during lunch hours. K. Chastain mentioned wanting a limited Dial-a-Ride that could operate on Wednesday evenings and Saturdays to help resident accomplish errands. Can these two ideas be integrated in a way that pays for the limited program?
- h. There were continued discussions of a walking/fitness trail that could be marked for path and distance, touch all parks in the village, and potentially include a “Dog Park” in the Ludlow Park area. We currently

lack the funding for a full-scale project. Can we implement a minimal introductory version? Committee will follow up with the Service Department. There were discussions of fund-raising efforts outside of normal grants, especially since pet owners might be willing to help support construction of an enclosed dog park. There were discussions of legality of using platforms such as GoFundMe for this type of project and whether a private citizen could set that up and manage it. Committee will follow up with Mike Peck. B. Culbertson suggested we might also be able to integrate St. Bernard landmarks into the trail.

- i. The electronic newsletter is still pending integration to the website. Content writers are in place. The plan is for Chris Sauer and Nicole Klungle to manage layout and input of submitted copy, Kelly Chastain to contact writers for content, and Heidi Culbertson to have final publication authority. The expectation is that this effort will begin within the month. Bob Culbertson asked if a hard-copy newsletter might also be an option. This can be explored as we build a funding model and observe relative success of e-newsletter.

### III. Other Business

- a. Committee discussed having more "Movies in the Park"-type family events once cooler, drier weather arrives.
- b. Committee discussed desire for expanded Christmas-season celebration in the Village, possibly with vendors coming in.
- c. Committee discussed desire to maintain St. Bernard Dog statues in better condition, even if sponsorships are required.
- d. Committee discussed whether a D.O.R.A. (Designated Outdoor Refreshment Area) could be established to include Wiedemann Brewery, Crosley's, and the Eagles.
- e. Committee whether Facebook could be leveraged as a marketing tool for the community.