



Minutes of the
Public Relations Committee
Of the Village of Volente,
Thursday, January 30, 2014
7 pm.

1. Call to Order of the Public Relations Committee.

Ken Beck called the meeting to order at 7:00 p.m.

2. Roll Call.

Joan Jackson, City Secretary, called roll. Present were Ken Beck, Chairman and Judy Barrick.

3. Introduction of Members.

Ken Beck and Judy Barrick introduced themselves and pending member upon approval by Council, Linda Attwood.

4. Discussion and Possible Action on a work plan for the committee for 2014 including:

a. Conducting an undated survey of all residents to determine demographics as well as areas of desired service/amenities for the Village of Volente.

The original Village survey was handed out to the committee. They were asked for a complete review and markup for the next meeting. There was discussion among committee members of the previous survey taken by Volente residents ten years ago and the results of that survey. It was decided an updated survey would be beneficial to residents and Council. Committee members will do a complete review and markup for the next meeting and bring back any suggestions and ideas they would like to see on a new survey.

b. "Branding" of Volente – what do we want Volente to be known as and for.

The hand out of TML article "The Act of Branding a Community" was given to committee members. The members discussed what Volente means to them and what they would like for it to be known as. The public attending the meeting was included in the discussion of what Volente means to each of them. The committee was asked to read the handout for the next meeting.

c. What are the most effective vehicles for communicating with the majority of our residents who do not attend council meetings:

- Printed – post cards, newsletters
- Electronic – how many people have/use computers, Next Door Volente



Electronic, newsletters, postcards and additional signage in the Village were all suggestions of communication means available for the residents. Committee desires to develop a comprehensive communication strategy for the Village.

5. Discussion and possible nominations and election by the Public Relations Committee for their officers.

Nominations were postponed until the next meeting date. The committee will meet again on Feb. 20, 2014 at 6 p.m.

6. Adjourn.

Judy Barrick made a motion to adjourn at 8 p.m. Ken Beck seconded the motion. The motion passed unanimously.

Approved this day of , 2014.

Ken Beck, Chairman

Attest:

Joan Jackson
City Secretary