



Visioning Committee (VC) Meeting Agenda-4/27/20

1. Welcome/ Call to Order (Joe, 20 mins)
 - a. VC Philosophy and Approach
 - b. Shifting to 5 Pillars- Website, Signage, Webinars, Mailer, Social Media
 2. Working Team Update (10 minutes each)
 - a. Communications (Matt)
 - i. Vision Worthington site (Ethan)
 1. Website education script (Matt), Need to record it and upload
 2. Website education training (Ethan), VC and Public- Next Meeting?
 3. Ideas on how to increase site registration
 - a. Donation to Worthington Food Pantry to drive registration (Matt)
 4. Facebook Neighborhood Pages
 5. Social influencers- reach out to your contacts to promote website, Instagram
 - b. Speaker's Bureau (Paul/Joe/Austin)
 - i. Update list and assign VC contact
 - ii. Webinars with Zoom or Go To Meeting (local non-profit/ community orgs) 1 Done
 - c. Stakeholder Interviews (Cindy)
 - i. Council candidate and VC applicants are completing surveys online
 - ii. Schedule of engagement questions (Cindy)
 3. City Update/Discussions (Robyn, Anne, Ethan, 10 mins)
 - a. Ohio Health, Tru Hotel
 4. PDG (Lauren, 10 mins)
 - a. Set date for on-line SOAR, Focus Groups
 - b. Public Survey- sending to committee to review
 - c. Key Person Interviews: Summaries in One Drive
 - i. Some quotes uploaded to Heard on Street Vision Worthington site
 5. Open Discussions (20 mins)
 - a. What's our tactical marketing strategy? (Austin/Lauren)
 - i. Community Signage Update
 1. Yard Signs- Ordering 20 small and 20 large signs (permits?) + sign for Village Green
 - a. Keep it clean, simple, like back of small business card
 - b. Phase 2: questions on signs?
 2. Put existing post cards in storefront windows with website, QR code- Drive Thrus for Now (Banks, Pharmacy)
 3. Yard Sign placement- Olentangy Trail at 161 (entry points off of parking lots/some park entrances), TWHS, Farmers Market, VC Member Front Yards?
 - ii. Social Media Ads- Ok to use Logo, Website from signage? Do ad for at least 30 days?
 - iii. Need a complete push again on website redesign and monthly push afterwards to keep it in front of residents. City website, City FB, City email blast, VC member email blast, Neighborhood/ Group FB Pages
 - iv. Postcard Mailer- drive to website, advertise public survey, advertise online SOAR
6. Adjournment