

Community Engagement Meeting
Buggy Building Chatham Street Conference Room
July 12th, 2018
9 AM

Attendees: Cindy Hall, Debbie Davidson, Wayne Chew, Gabby Murillo, Crystal McIver, Brooke Bruner, Michael Silverman, Bill Stone, Rachel Picard

- I. Meeting Called to Order

- II. Cow Patty Bingo- Bill Stone and Michael Silverman
 - A. PR leading up to event
 - 1. Could get kids involved with a picture coloring contest
 - 2. Need DJ with an auctioneer-style voice (unsold squares could be auctioned off)
 - 3. 6 to 6:30 could be S3 promo activities and CPB could start after
 - a) The mayor could speak, a “moo contest” and an eating contest could be held, etc.
 - 4. Cow calendar idea was discussed and will be implemented next year
 - 5. Need to take this idea to all civic clubs; have a newspaper ad
 - 6. Give certain amount of tickets to each committee member and have them sell them
 - 7. Gabby and Rachel will come up with a Facebook hashtag which can be used in conjunction with a social media giveaway. People would like and share to win tickets to the fair or a square at CPB.
 - B. Marketing Materials at CPB
 - 1. Brochure- Rachel will start on this and committee can collaborate
 - a) Will include information about S3 and partner organizations
 - b) Brochure needs to be in Spanish and English
 - 2. Is there funding for other materials like magnets?
 - 3. S3 members wearing volunteer buttons that say “Ask me how to get involved” or something similar
 - 4. Snapchat filter; Photo booth with backdrop

- III. PR for Meet & Greet- How do we get new people to attend the event?
 - A. Public service announcements on radio, News and Observer ad or letter, Social Sanford

- IV. Social Media
 - A. Facebook Engagement
 - 1. Paid promotion targeted at Sanford citizens?
 - 2. Giveaways involving liking and sharing the page (Gabby might can get Temple Theatre tickets)
 - 3. Rachel will email everyone on S3 and ask them to like and share the page