

GROW GRAND ISLAND
May 19, 2015

3.1 Internal mailing

Call to order: 1:30 p.m.

Present: Jack Sheard, Brad Mellema, Cindy Johnson, Paul Nielsen, Tammy Slater, Tonya Brown, Sharena Anson, Lindsey Marshall, Tara Purdie, Tammy Morris and Elizabeth McAteer.

1. Is this committee similar enough to merge with national campaign? After discussion, consensus held it was not, at this time. As long as there is cross pollination between committees, [they] can both address their individual goals.

Tammy read Mike Swanson's statement of interest of being a part of the committee and his thoughts and apologizing for his absence.

Jack: who is our audience?

Tonya: [I] like Mike's emphasis in reminding teach other of what we have right here in Grand Island.

Tammy: We're ambassadors for Grand Island already, but there is a host of people who aren't tuned into what's going on.

Brad: [I] think we're about grassroots, non-traditional communication. It could be a complex (savvy) yet fun group/committee.

Brad: It needs to be one of the most creative, consistent and well-thought out strategies to be successful. We're in this for the long-haul. It's a "feeling" -- and identification back to Grand Island and begun to repeat.

CJ: Turn negative impressions (GIPS = "big") into positive platform. Can we do that with the community?

Jack: with internal marketing, have to be "real" (teachers know – can't tell them something that we want or wish because they know).

Brad: Sarpy County Tourism advertises in Omaha constantly. Branding Sarpy County as a destination to the locals. This is very powerful.

Tammy: Do we have to "segment" or present information differently for different demographics?

Paul: Agree—this is basic marketing. Also we have non-English speaking audiences.

Jack: Non-English residents – the elephant in the room...

Sharena: Play it up a bit – new mayor, new face, new way....

Brad: "Humans in New York" Grass roots / emotions in spring with power of communication.

Jack: Everybody's got a story.

Paul: What is realistic saturation? Would become ambassadors...

Jack: We are different and unique.

Tammy: We are community.

Jack: Nudge newspaper to remember that the extraordinary people are just ordinary people.

Brad: Creating or repurposing existing platforms to tell the story. Integrate existing methods with guerilla marketing (non-tradition and low cost).

Jack: We have audiences that are “free” to use to market to. Could we develop a “kit” to get to their employees and customers? Help our individual marketing while tying into the bigger message?

Tammy: People invest in their kids. Is this a vehicle for marketing?

Tara: Will have to use all platforms.

Tammy:

- “circles” -- invite people into our homes
- “humans” of Grand Island highlighted through social media and local sources
- Extraordinary people, or “teen of the week” – expand in the newspaper and other sources

Brad: can we tie into arts community some how?

Good first meeting discussion was wrapped up.

Co-chairs Paul Nielsen and Tammy Slater will schedule next meeting.

Recording Secretary – Cindy Johnson