

EV Action Project Team Gathering – 5/15/09

Present:

- Chris Lundberg
- Jen Werlin
- Zach Smith
- Kevin Owyang
- Shannon Hamby

Logistics

- The Outreach Team will meet occasionally in person, but mostly via email.
- In the long run, we should be aware of participants who may not be comfortable using email for communication.

Outreach Strategies

- Branding, marketing, PR
 - Envision Victor tagline: ***Victor. What's It To You?***
 - (Its a subjective project - the challenge and the strength.)
 - Team will hold a logo contest, based on tagline in the community – Shannon will lead up this effort.
 - Logo contest will be opened to whole community and pitched in the newspapers, etc.
 - Outreach team will send to their contacts, Dahvi will send to her press contact list.
 - Contest submission due by June 10th.
 - Winner will get \$100 in gift certificates to local businesses.
 - Team will create “collateral” (tee-shirts, bumper stickers, temporary tattoos) that incorporates the winning logo
- Ad Campaign
 - Team may take this up once we get the buzz going from the logo and tagline
 - Zach will talk to TVN about whether they would extend their “realtor special” ad rate to EV
- Budget
 - Dahvi will send the Team the outreach budget for EV
 - Team can fundraise for more
- Communications Plan
 - Dahvi will send examples of what other Heart and Soul communities are doing
 - VARD is a great example of a good communication plan
 - EV will produce a newsletter, as frequently as seems appropriate, and we will try to have it available in hard copy at events
 - Chris will put this together, Shannon can help
 - Dahvi will send information
 - It takes a couple of weeks to get it going and get it out.
 - We want to get it out in mid-June

- We should have some kind of blog that everyone who is involved should be able to post on... *Dahvi will work on developing this*
- Zach will reach out to his contacts and realtors about Envision Victor (this could be a selling point for homes in Victor) – he will include it in his mailer, and send out emails
- Dahvi will ask everyone on committees to send materials along to their friends.
- Special events – giving away hotdogs at the top of the pass? This will get commuters... we should find where different groups congregate and target events there...
- Database?
 - Act-on.com, vertical response, and constant contact are ideas for online databases, if we want to develop one of those for email outreach
 - We will revisit whether we need this...

To-Dos

- **Dahvi**
 - Dahvi will send “mapping” that the EV Steering Committee put together.
 - Dahvi will compile a “what’s coming up” piece for distribution by team.
 - Dahvi will work with local schools to get “what does Victor look like” project going in Victor Elementary classrooms before the end of the year.
 - Dahvi and Shannon will work on getting bumper stickers and tattoos by July 4
 - Dahvi will work on organizing a big group of diverse people to walk together in the July 4 parade.
 - Dahvi will get ads in the paper about the contest...
 - Dahvi will doodle Team to schedule contest reviewing party...
 - Dahvi will get tagline up on the web
 - Send the Team the outreach budget
 - Send examples of what other Heart and Soul Communities are doing to outreach.
 - Work on developing “blog” option for committee contributions
- **Kevin**
 - Kevin will work on getting the local media writing articles about Envision Victor and what is coming up...
 - Kevin will talk to Art Association about the logo contest- see if they can involve kids in the summer
- **Zach**
 - Reach out to contacts, local realtors
 - Contact TVN about getting us special ad rate
- **Shannon**
 - Help lead up logo competition effort
 - Help get bumper stickers, tattoos, etc ordered

- Help with newsletter as needed
- **Chris**
 - Help compile the newsletter