

**Visioneering Wichita
Community Identity Strategic Alliance Meeting
March 12, 2008 ~ Meeting Notes**

Attendees: Shawn Rhodes, Olivia Simmons, Cat Poland, Chris Eaton, Ken Blankinship, Michael Emory, Mike Snyder

Purposes of the meeting

- **Review and approve minutes/notes from the February 13, 2008 Alliance meeting.**
- **Visioneering Update.**
- **Uploadwichita.com - update**
- **Review notes and agreements from January 10 & February 13 Alliance meetings**
 - **Humanities Grant**
- **What's next with the website?**
 - **Diversity inclusion**
 - **Revisit our communication and identity plans**
- **What's next for this Alliance?**
- **Establish next meeting date**

Visioneering Update

Just completed RDOH survey but as of yet, do not have the results. Survey will be conducted every two years. Completion date has expired, but continues to remain on the website if needed for demographic purposes.

Mentoring Alliance is hosting a statewide mentoring conference in Wichita on June 11 and 12.

Uploadwichita.com – update

(Also includes updates from January/February agreements)

Shawn reported that he has nine videos ready to upload to the website and has had difficulty in making it work. Website has been moved to a different server. Shawn will check with Ryan Entz on this issue. Shawn's next step is to make a commercial to drive people to the website.

Suggestions: Need to update the opening video on the website. Would it be beneficial to attend another Final Friday to get more current video for the Website? (We did this for the launch of the site) Maybe at the River Festival? Create a list of happenings in Wichita MSA for our presence. Maybe at a YPW mingle. Mike S will commit people to helping with this at River Festival

Cat P. reported that she has worked with Nicole in developing an LED graphic.

Ken B. and Suzie have met with USD 259 personnel concerning a proposal to promote the website with a contest at various schools within the city. School officials are ready to move forward. Dates of Oct 1 . Nov 14 have been set for the contest. They will meet in September with a student advisory group to finalize the details.

Ryan E. and Chris E. have talked and exchanged e-mails about developing a partnership between the magazine and website. Nothing has been finalized.

Mike S. has contacted Quick Trip about a potential partnership. They are interested but have concerns about giving away \$4.00 sandwiches. Both continue to talk and work on legalities of possible promotions.

Shawn has cleared with Butler County the opportunity to promote website in their communication classes.

Agreements from January meeting update:

A G R E E M E N T S			
WHO	WHO ELSE	WHAT	BY WHEN
Mark C.		Contact Juveta Slane about uploadwichita.com coverage in Naked City magazine (<i>Ryan E. did talk to her – said it would be nice to do something</i>)	
Cat P.		Search content that's online with other websites (<i>in process</i>)	
Suzie A.		Call Dale Goter about having profile of website on local channel 7 (<i>he is in Topeka and has set-up meeting with new person</i>)	
Cat P		Work with Mark C. on developing LED graphic (<i>Info has been sent to Clear Channel but have not heard back from them</i>)	
Mark C		Develop LED graphic (short movie) (5 second message) for use on LED boards in the city	
Ryan E.		Contact Nicole about putting link on Chamber's websites (<i>we have a link but are in the process of updating</i>)	
Ken B		Contact Wendy Johnson with USD 259 about promotion within the schools (<i>they are excited about potential possibilities. March 6 has been set to meet with Wendy</i>) (<i>Suzie will go with Ken</i>)	

Ryan E.		Contact program manager @ 93.9 about an interview for website promotion (<i>in process</i>)	
Mark C.		Contact program manager @ KFDI about an interview for website promotion (<i>in process</i>)	
Steve W.		Contact Tara about YUPA . possibly attending a meeting with this group. (<i>Did make contact and are willing to have one of us meet with them to get ideas/input from youth</i>)	
Steve W.		Contact Deanna (grants) about grant possibilities for our website promotion (<i>in process</i>)	
Wynn P		Contact Shawn Rhodes about promoting website (<i>brought him to the meeting</i>)	
Fritz R		Host next Alliance meeting (<i>did an excellent job</i>)	

Agreements from February 13, 2008 meeting

Ryan; Chris	Work with Wichita Magazine on developing partnership with website (see notes)	By next meeting
Mike S.	Contact Quick Trip about potential partnership(see notes)	By next meeting
Shawn	Work with Ryan and Wynn on possibilities	By next meeting
Shawn	Check with Butler County on including material in a communication class (see note)	By next meeting
Diane/Steve	Provide alliance members with our communication/promotion plan for review at next Alliance meeting	By next meeting
Wynn	Host next meeting of Alliance	3/12/08
Suzie	Follow-up on Humanities grant (presented info at this meeting)	By next meeting

Humanities Grant

Members reviewed grant qualifications for a Kansas Humanities Mini Grant. Ideas were suggested that we could use to support our participating at River Festival; Final Friday events; working with students on school project in fall; support Young Professional Wichita events. Need to identify Humanities professionals to assist. Alliance members agreed to assist Suzie with submitting the grant.

What's next with the website? (From February meeting)
--

- Wichita Magazine . would be willing to provide article about uploadwichita.com website
- There are other editorial opportunities available in this publication
- They do an e-letter on what is happening in Wichita on a weekly basis . this is done every Monday
- We can promote each other on website and in publication
- This would be a great partnership and we need to explore more thoroughly
- Shawn Rhodes has video material that could be used on the website
- Shawn would be receptive to promoting website on his Fox show.

What's next for this Alliance?

- We need to work on diversity (African-American; Hispanic) being included with uploadwichita.com
- We need to revisit our communication & identity plans for promoting the website, etc.
 - We reviewed the plans as drafted in June 2007 and decided to stay on our current path of promoting the website.

Establish next meeting dates

- **April 9, 2008 @ 11:30 a.m. @ CCSR**

March Meeting Agreements

Who	What	By When
Mike S.; Shawn; Cat; Olivia	Task force to attend River Festival to capture participants with video, etc.	Next meeting
Michal	Promote website at YPW events	Next meeting
Suzie	Connect with Arts Alliance for their assistance (Charles Steiner)	Next meeting
Suzie; all Alliance members	Work on Humanities grant application	Next meeting
Shawn	Check on a my space account for our uploadwichita website	Next meeting
Mike; Shawn	Parade committee for River Festival & report back at next Alliance meeting	Next meeting