

# Community Identity Alliance

## June 4, 2008

**Attendees:** Ken Blankinship, Leslie Harvey, Nicole Howerton, Wynn Ponder, Shawn Rhodes, Fritz Robinson, Al Sanchez, Ryan Entz

### Today's Agenda

#### Purposes of the meeting:

- **Review and approve minutes/notes from the April 30, 2008 Alliance meeting.**
- **Visioneering Update**
- **Uploadwichita.com - update**
- **Update on our "to do's" (meeting agreements)**
- **What's next for this Alliance?**
- **Establish next meeting date**

#### Visioneering Update:

- **RDOH Survey results**
  - Suzie presented results of the survey using a power point presentation. If members want to use, please contact Suzie.
- **Humanities grant update**
  - No update was available

#### Uploadwichita.com – update:

- **Shawn – Commercial to drive people to the website**
  - Obtained about 20 minutes of edited video. Alliance members viewed the material that was collected and offered suggestions to Shawn on which items might be appropriate for use.
  - Has on a DVD and needs to reduce to 4 three minute segments
  - Wants to attend particular events to interact with people for inclusion with the commercial
  - YPW's founder's day is June 20 – all dates are on their calendar.
  - Have others in the community participate by including their videos

- **“Images” magazine will feature the uploadwichita site in a future publication.**
  - No update was available

**Update on our “to do’s” (Meeting agreements)**

**Meeting Agreements**

<b>Who</b>	<b>What</b>	<b>By When</b>
Cat	Provide Shawn with the decals for use on t-shirt	5/6/08 Completed
Cat	Provide decals for t-shirts for those who want them. She needs to know how many	As needed
Shawn	Coordinate with Mike S. for the film “shooting” at River festival	5/6/08 Completed
Diane	Visit with Jessica about upcoming YPW events for possible filming for video on website (Diane provided)	5/6/08 Completed
Diane	Contact David Reubein about possible dates for presenting at a future Alliance meeting	Next meeting (in process)
Fritz	Host next Alliance meeting	June 4 Completed
Nicole	Design a postcard to give to marketing people at “Got Marketing” conference– Lynn will get printed and hand out ( <i>In process</i> )	Need by June 5 Completed
Nicole	Forward Clear Channel billboard info to Cat and Ryan ( <i>Has been completed sort of</i> )	5/6/08 Completed
Ryan/Chris	Meet to work on developing partnership with Wichita Magazine.(logos have been traded)	April 14 (in process)
Suzie	Report back on WSU strategy when completed ( <i>in process</i> )	As info is known Completed

**Other items:**

- **Filming at River festival**
  - Shawn has completed this activity
  
- **Attending YPW events**
  - Diane made contact and we are welcome to attend any and all events for possible video

- **Art Show**
  - Leslie reported that Greater Wichita Convention Visitors Bureau is having discussions about using local artists to contribute to their publications. Would consider incorporating into an art show. Alliance members are interested in pursuing this discussion.
  
- **What's Right for Kansas Speaker – David Reubein**
  - No contact has been made – need to continue to pursue
  
- **WSU Strategy for uploadwichita.com Community Awareness**
  - Suzie presented a one page report from a communications class of students at WSU about promoting the website. Alliance members viewed this presentation on Facebook.com. When classes begin the fall, we will approach other communication classes at WSU and BCC to ask for their ideas and assistance with this process.

**What's next for the Alliance?**

- Student contest in the fall (initial contact was made in the Spring. Need to follow-up when school begins).
- Approach WSU and Butler CC students on being involved in promoting uploadwichita
- Consider adding a measurement topic during our meetings to check on website "hits"- Discuss ways to drive people to the website

**Establish next meeting dates:**

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

**Meeting Agreements**

<b>Who</b>	<b>What</b>	<b>By When</b>
Al	Host next meeting	7/9/08
Wynn	Contact Best Buy about sponsoring/providing video cameras for use at events	By next meeting
Leslie	Continue to keep us posted on possible art show	Next meeting
Diane	Send website info to Visioneering e-mail list	By next meeting
Diane	Contact David Reubein about possible dates for presenting at a future Alliance meeting	By next meeting
Ryan/Chris	Continue to work on developing partnership with Wichita Magazine	By next meeting
Cat	"Images" magazine will feature the uploadwichita site in a future publication	By next meeting