

Placemaking team meeting
July 10 3:30-5pm
Stones Crossing Health Pavilion

Attendance- Davin Kolderup, Heather, Dana, Katie Cavaleri, Peggy Rutledge, Erin Slevin, Sarabeth Drybread, Sam Marcello, Jennifer Hollingshead, Amy Dalton

Heather- Welcome. No placemaking booth at the Johnson County Fair this year

SaraBeth Drybread introduction to the team. She is checking out all of the teams to see what she's interested in being a part of.

International Festival Brief- Davin

2nd year- At Home in Johnson County. Same format as before (Amy was involved too). International showcases- 4 countries that have an immigrant population in Johnson County: Japan, India, China and Mexico. First part of event- Saturday in Sept- showcase of each country with presentation, craft, food, dance, etc.

2nd half of the event is film series- every Tuesday night in Sept. JCPL will select a movie from the country and show for free at the Artcraft Theater. Asked Sarah where she needs help and she would like to make a few short documentaries of a family from those countries. Need a videographer with a non-profit rate. Any additional marketing/ promotion would be appreciated if you have access to a newsletter or distribution list. This is a great event that reaches a lot of people. Need sponsors/ business connections to help cover the film rights (last year NSK, Mitsubishi sponsored Ponyo). Will highlight company sponsorship of films. Want a variety of people at the events, especially people from the country; need help getting the word out to those groups. If you have friends/ acquaintances that are new immigrants and would like to present and talk about what it's like to come here or even to set up a display of items, please call the library and they'll get them in touch with the right people. Lisa Lintner can share this information at the large group meeting too.

Most of communication to immigrant groups last year was through word of mouth. Also marketing to Adult Learning Center (clients that are learning English) to encourage attendance. Had contacted schools last year, but not sure if it was sent out to students and families.

Placemaking team name- Heather

Trying to get the word out about our group and people don't always understand what Placemaking means. There was discussion at our steering committee meeting about changing the name to something more understandable. Community Culture Connection were always discussed. Placemaking seminar coming up in October in Bargersville and they are using "Placemaking". Originally this team was Quality of Life and Branding. Then formed as one committee and became Placemaking team. People that work in community development fields know what Placemaking means, but maybe not the average resident. There is no one definition....it's very open ended. Community and Culture does define our committee better than Placemaking. Community Identity instead of "Culture" suggested by Amy. Who are we as a county? There is a Youth Connections that is a Franklin mentoring group...could sound like a social service. Peggy agreed about Placemaking name- hard to explain- like Community as a part of name. Katie likes Quality of Life. What is our mission statement? Connections sounds like the bus service or networking.

Suggestions: Community Identity, Community, Culture, and Connections, Community Life, Community Engagement, Quality of Life, Community Development

Read mission statement off of Aspire website.

Goals on website: (summarized)

Research Target audience for new residents

Collect and rate amenities- Peggy said this was done

Gap analysis for target audience

Initiative needed assets for placemaking plan

Connect community with Aspire and attract volunteers.

Heather talked about our visioning and new goals. Want to make sure it's the right name. Table conversation to discuss next month. Email Heather if you think of any other ideas.

Overall Marking for Aspire- Davin

Consolidating information for Aspire for upcoming events, celebrating wins, etc. Davin could be a liaison for all the groups. Maybe a couple of volunteers feed team info to Davin as raw content and he could craft it into a social media post.

Activity Book- Katie- 4180 (approximate) copies received to JCDC office. Discussion about sending out an email to see who wants to use them (maybe start with superintendents). Davin got list of all 4th grade teachers in county- about 75. Superintendents are a good place to start, but we want to make sure that they get into kid's hands. Suggested one mass email to teachers, schedule a drop off time/date with a deadline to respond. Discussion about taking a stack to the fair for the library booth- don't want them to end up in the trash. What about someone presenting in the classroom? Not sure how it would work with time in the classroom. How do we prepare the teacher to pass out the information? Prepare the email with information for teachers on how to explain? If the purpose is to maximize the excitement, then we need to prepare a presentation. Also utilize on Facebook live before we go in to do a presentation (not inside the school) for storytelling. Maybe a short 2-minute video that we could show at the school with a YouTube link at the teacher's discretion? Was mentioned as of right now, the activity book can be viewed, but isn't downloadable to print (Jennifer checked website and was able to print out pdf of activity book directly from Aspire website). Some video footage could be used from LJC and tourism bureau with a new narrator. Dr. Kent DeKoninck said that he would reach out to the other superintendents to encourage them to participate. How would they like to be contacted? Fact sheet or 2-minute video to show in classroom? Maybe the sheet could be a Johnson County scavenger hunt sheet they could turn in to class for extra credit.

Break out into subcommittees.

