

Aspire Johnson County
Placemaking Team
May 4, 2017

Attendance: Dana Monson, Katy Cavaleri, Nancy Voris, Rick Resener, Cindy Cook, Jody Veldkamp, Heather Devocelle

Dana gave update on what projects were awarded for the quick impact placed based grants. These are simple, lighter quicker and cheaper placemaking ideas that could be used in Johnson County. Maybe consider these for projects for next year.

List of ideas.

There is a workshop on May 18 about creating healthy communities. If anyone wants more details please see Dana.

Activity Book: Jody reported that they now have a quote for the development and printing of the book. It will be the same size as the Center Grove Monthly magazine. The cover will be heavier than the magazine cover, but the interior pages will be thinner like a coloring book. 16 pages internally plus a four page cover, front and back inside and outside. Four color on the cover and back. the quote also covers artwork, page layout and design. Jody is continuing to refine the quote based on ideas from today. The illustrator is a free lancer who Jody uses for the magazines. The minimum quantity is 5,000 copies.

Rick suggested having a sponsor page instead of ads so that it will be cleaner and anyone can donate as well as opposed to just businesses who may be featured. There could be a major sponsor for the front inside and back cover, for the listing of sponsors at smaller levels on the inside back. Total cost for 30,000 copies is \$10,602.

Another option is to have an art contest for the pages in the future.

Page creation: have some pages as coloring for kids, a couple as coloring for adults, a word search, crossword, matching, and a map.

One suggestion is to create a mockup to take around to potential donors, and consider asking the CVT to partner with an ad on the back page.

Another suggestion is to ask at a large group meeting for the members to not only consider donating, but help connect with local folks who would be interested in supporting. Also consider the civic groups.

Heather shared some drawings that her company Shiel Sexton has done for an activity book they have given out related to construction. She will see if we can get a mockup done with 4 pages.

Next Step:

Heather will talk to her company and see if we can get this done in-kind

Create the mockup

Have publishing go through Jody.

Showcase the mockup at a large group meeting for the sponsorships.

Speak to Ken Kosky about page sponsorship through JJC

Jody will get dates on deadline for printing

Sport promotion: Sportsworld ended with 1900 kids that participated through the county.

They are already working on a visit for next fall.