

ASPIRE QUALITY OF LIFE TEAM
January 7, 2015

Attendance: Joe Moore, Cindy Cook, Brittany Benson, Lisa Fears, Dana Monson

The team devoted this meeting to the planning of the Community Conversation for quality of life. The decisions made were as follows:

- Early June time frame is best. June 4 is the first date and June 3 is the second option depending on availability of venue.
- Dana will check with the Armory for this event and confirm it is ok to have outside food.
- There will be at least one table for each of the 8 indicators but there can easily be more than one table per indicator depending on registration. Each table will have an Aspire member at it for facilitation of the conversation and also to record the information given.
- The time frame will be in the evening to encourage participation from young families who work. The doors will open at 5:30 with the event beginning at 6:30. We will end at 8:30 and plan to close the doors by 9:00
- There will be a welcome and short description of Aspire, followed by an explanation of the evening. Then everyone will go their table of their choice, limited by seating of 8 max, with a change to a new table every 15 minutes noted by a bell. This will conclude with the information that all information will be available on the Aspire website.
- There will be a trade show type event before, during and after, with invitations extended to a variety of locally owned (no chain) businesses hopefully having at least one to represent each indicator. The businesses will be encouraged to have small marketing items for the participants. Joe will send out a request to everyone for a list of those businesses and groups they use, then that list will be pared down for the invitees. The goal is to have the invitation to participate sent by the end of February.
- Cheryl and Dana will check with Direct Shot about having a grand prize door prize to give away. They will also check with Bill Barrett about liability for this event and the other events. There was discussion about having children's activities by liability may be too much of an issue.
- There was discussion about having the side room for any alcoholic products to keep the family friendly environment.
- We will ask Ray Gonzales about videotaping this event and the other conversations.
- Dana and Cheryl will ask the superintendents about meeting with them to find ways to include the students in the conversations
- We need tall markers at each table to identify the topics.
- We should ask businesses for easel donations for each table.

Next meeting will be February 4 at 8:00 am

ASPIRE QUALITY OF LIFE TEAM
February 4, 2015

Attendance: Joe Moore, Cindy Cook, Rick Resener, Lisa Fears, Dana Monson, Samantha Bush, Pat Watkins

Community Conversations Update: The Armory has been booked and the date confirmed. The team needs to determine the businesses they would like to invite. Joe will send an email to everyone requesting they send their recommended businesses and organizations. He will then add them in a spread sheet to make sure all the 8 indicators are represented and there are no duplicate businesses to invite. An invitation then will be sent. The ones who choose to participate will need to promote this online with their social media networks. There will not be an entry fee, however, they should have either a sample of their product or a takeaway for the guests. Some of the indicators may only need one table, such as safety but multiple departments could participate.

This may be something that could become an annual event, having a Johnson County Marketplace at the beginning of summer each year. It could be held at the Johnson County park for example, and a small fee charged which could also become a fundraiser for Aspire.

Survey: Joe has a spread sheet made of the formal service groups to present the survey. The team reviewed the list and added some others. The decision was made to include small informal groups such as book clubs if members have connections with them. Joe will send this list to the team and members are asked to sign up to go to the groups they have connections with. The FAQ sheet is ready and a presentation will be put together for the members to use. Lisa is working on a way to present the survey live and will send that information to the team when it is ready.

Next meeting will be March 4 at 8:00 am

ASPIRE JOHNSON COUNTY BRANDING TEAM

February 2, 2015

Attendance: Cindy Cook, Dana Monson, Eileen Myers, Pat Enochs, Ray Gonzales, Jeff Owen, Erica Crabtree, David Pfeiffer.

Marketing Plan update: Jeff sent a draft to the members to review. Once this is vetted it will be presented to the JCDC Executive Committee on Friday for their review. The goals are to create awareness of Aspire, work with the county council on creation of a destination marketing organization, and the community conversation. He also reviewed the concept of inbound marketing to help everyone understand the focus of the plan.

There will be a series of blogs telling the story of Aspire and the good things happening in Johnson County. This will be pushed out through social media. Google no longer uses key words to push sites but instead looks for rich content and conversations. We will continue to use traditional print and in person conversations as well as presentations to partnering groups. There could also be a video component added.

The team will review this document and get their comments to Jeff so that he may bring it to the committee.

Regional Destination Marketing Workshop and Visit Indy Annual Meeting: Jeff gave an update from the marketing workshop. There were 23 folks in attendance with a large amount of information gathered by the regional team. The plan will progress and as we receive information we will continue to bring it to the team. Dana then gave an update from the annual meeting. The regional group is very encouraging and welcoming to Johnson County and is willing to assist with development of a destination marketing organization for the county.

Community Conversations: This will be the last conversation in the series and will serve to wrap up the information as part of the event. The information gathered from the surveys can be revealed to the stakeholders. The team feels this should be an invitation only event as opposed to opening it to everyone, however, if the elected officials attend we will have to open this to the public. The team would like to have the stakeholders related to each of the four conversations invited as well as folks involved in destination marketing in Johnson County. This would be the audience for the conversation.

The date is tentative but the last week of June would be best. Tuesday June 23 in the early evening or late afternoon depending on availability of the stakeholders and location was mentioned. The location would be possibly the Johnson County Museum or Artcraft Theater. The museum would be the preferred site.

The team would like to see two speakers, one who can speak to the local or regional advantages of destination marketing and one who could facilitate a discussion of next steps for the teams. There should also be a person to wrap up the other conversations and present the information each of those teams would like to share. Two people mentioned to participate were Jack Hess and Leonard Hoops.

There will be more discussion on this at the next conversations planning meeting.

The next Branding team meeting will be March 2, 2015 from 4:00-5:00 pm at the Financial Center Credit Union.

ASPIRE QUALITY OF LIFE TEAM
March 4, 2015

Attendance: Joe Moore, Dana Monson, Pat Watkins, Mitzi Christian, Rick Resener, Cindy Cook

Community Conversations Update: The kick-off for registration will be March 19 at the large group meeting. The Indiana Humanities team will be there to speak to the entire group that day. Joe has a list of businesses to invite to the marketplace. The team reviewed the list and brainstormed others to be invited. It was decided to have one booth for the schools to work together with, and one booth for higher ed, with the exception of Franklin College and Ivy Tech. There are five parks departments who should be invited with the number of their booths and size determined by participation. One booth for housing, one for health, the rest for recreation and food. There should be a limit of 30 booths for the entire marketplace due to size and time. Several of these could share a booth. The team will review the list and add any others they can think of. The final list will be completed during the team work time at the large group meeting. We will need to ask for volunteers from the large group to help with this event as there are not enough members on this team to handle the event.

Survey: The survey has taken a short hiatus due to the work for the community conversations but needs to be brought up soon.

Next meeting will be April 1 at 8:00 am at JCDC office.

Placemaking Team

August 3, 2015

Attendance: Samantha Bush, Cheryl Dobbs, Janice Bullman, Eileen Meyer, Rosie Chambers, Lisa Fears, John Martin, Joe Moore, Cindy Cook, Pat Enoch, Dana Monson, Jeff Owen, David Pfeiffer, Peggy Rutledge, Denise Speer, Ray Gonzales.

Branding work to date: The focus began with the tourism bureau and innkeepers' tax. While the innkeeper's tax is not complete, the team is looking at how to create a marketing entity for the county and determining what that entity may look like. The team also created the tools necessary to tell the Johnson County and Aspire stories with the website and social media. The Community Conversation helped to refine their mission and the importance of storytelling and its role in Placemaking.

Quality of life work to date: The focus began with the promotion of trails and expanded to include 8 indicators of quality of life. The team then created a survey that was given to the Aspire members and began rolling it out to service groups. This survey gave an indication of the current view of the 8 indicators in the county. The team also did an analysis of the members of Aspire and what resources they bring to the organization through the lens of the 8 indicators. The community conversations also was a very successful project.

The teams then reviewed the goals together and determined that the quality of life team was creating and finding the stories and the branding team was telling the stories. The collaboration is very strong and parallel and it makes sense to bring the two teams together to form one team. The work will then be divided into projects, headed up by the four co-chairs of the team, with a monthly meeting held primarily to report back what has been accomplished.

Lisa presented the teams their individual goal trees and analysis and discussion was held on combining the goals into one set with short term and long term goals to be defined.

The team then discussed the need to define who the audience is that we are trying to reach with our story. Some suggestions were businesses, entrepreneurs, professionals to fill the jobs that drive the economy, external marketing for destination tourism, retaining our local talent.

Questions to consider: are we interested in quality of life to attract professionals or for the entire county? Who's quality of life are we focusing on? Are we talking about cataloguing the quality of life amenities, changing them, or keeping them?

Focus of the team needs to be defined by determining who we are talking to and why.

What: Make visible the quality of life in the county and through that visibility find the holes that become evident and then address the holes.

Remove internal competition and support one another. Identify what our civic pride is and encourage civic pride in our communities and county.

Homework: Answer the question, who is our target audience? We may have more than one target.

We will review the answers at our next meeting to determine who we wish to tell the story of the Quality of life in Johnson County to and from that we will determine how to tell the story and begin the work of Placemaking.

Send your answers to Cindy Cook and Dana Monson.

Aspire Placemaking Team
August 31, 2015

Attendance: Rick Resener, Bonnie Pribush, Rosie Chambers, Janice Bullman, Peggy Thompson, Dana Monson, Jeff Owen, Ray Gonzales, Joe Moore, Lisa Fears, Don Cummings, Cindy Cook, Karen Wilkerson, David Pfeiffer

Question: Who is our audience?

Audience is residents, decision makers/elected officials, business leaders. (Internal)

Family and Friends of residents who visit

Young professionals/couples who live here but work elsewhere

Question: What is the purpose for reaching out to them? Do we want them here to work, to live to play, to inspire change?

The purpose is to bring the right kind of economic development to the county that will improve the quality of life for residents, raise the average wage so there is more income being spent in the county and increasing profits for local businesses, and attract the talent that our companies need to continue their work. We want to capture the visiting dollars as well as bring the “play” dollars of our residents here as often as possible. We want to bring a shared vision of the image and brand of the county and create support from the communities for this vision and idea. We want to give residents pride in their community.

Question: What resources do we have to work with?

We have research that has already been done by Aspire and other professionals. We can reach out to get this research from people such as Carol Rogers and the IBRC. We need to be aware of this so our message will be age appropriate, i.e. promoting the right amenities to the right age group which means there are multiple messages.

Young professionals to attract here, residents to stay here, consider surrounding counties, professional families (one works in Columbus, one works in Franklin or even Indy). Consider the talent team is focused on advanced manufacturing, health sciences, and IT. These may be the target sectors for us as well in the initial plan.

How do we define young professional? Consider them as a skilled worker, age range of about beginning to middle of their career, perhaps of 25-40 age range. If we move age range up to 60 we capture the CEO, philanthropists, etc. Consider entrepreneurs as well. Consensus go with 25-adult.

Need to match amenities with age appropriate message. Tailor the message to the audience age. What is our work? Do we educate the elected officials and decision makers on the needed amenities to attract the skilled worker? Do we craft the message for each age segment to attract them? Do we inventory the amenities we have or the ones we need?

We are the advocates for excellence. Therefore, we should be the think tank for the county. What do other counties have/do, not to copy but to understand the work they do to attract and retain these skilled workers. We should look at the average wage, how do we bring in the salaries that will raise that? What workers are needed for that? We need a placemaking plan for the county. Include a marketing plan in this which could be used by CVB later.

Our community is Johnson County.

1. comprehensive placemaking plan
2. collect data on amenities
3. research/ educate for regional competitiveness.
4. focused message-marketing-hyper focused and shared by all the municipalities.

Ideas on the mission statement:

To develop a placemaking comprehensive plan for Johnson County that accurately describes its assets, defines the demographic groups to which they are attractive, makes broad policy recommendations and marketing recommendations, all of which are to be used by policy makers, and business leaders to remove barriers to economic development in Johnson County.

To develop a comprehensive plan for placemaking based on an inventory of current amenities and research on the desired amenities of upper middle income, community minded individuals, which can be used for decision making by policy makers and business leaders.

The team is discovering what makes Johnson County authentic and what amenities are already here so that a message can be crafted to each specific audience in order to attract and retain successful, community focused adults and families.

Promote economic development by attracting and retaining successful and productive citizens.

Goal 1-Research the audience and what they are seeking in a community. Embed the research from talent team on what workers are needed in the county. Design the analysis sample of demographics. Peggy is goal leader for goal 1.

Strategy-Access the existing data and determine what we want to ask.

Design the research using the assistance of a professional.

Aggregate the data from the talent team and quality of life team

Sub team members: Ray, Cindy, Bonnie, Karen, Peggy

Goal 2-Collect and rate the amenities in Johnson County and assign according to age interest. Identify and catalog assets that are here and perform a gap analysis of what is missing.

Joe is goal leader for goal 2.

Strategy-Pull together the existing data already collected by the three Aspire teams & rate by age

Compare and contrast the regional assets, what we have that is similar and what is different and consider how they leverage their amenities in regards to attract and retaining residents.

Identify regional assets that we should be promoting as part of the value of living in JC.

Sub team members: Rick, Janice, Don, Rosie, Joe, Katy

Goal 3-Create an initiative to communicate, educate, influence and recommend to decision makers and community leaders which becomes the placemaking plan.

Strategy- Defining place

Educating about the plan

Marketing the plan

The strategies will evolve as the research is completed from the first two goals

Sub team members: Jeff, Ray, John Martin

Next Team meeting will be **October 5 at 4:00 pm.**

Placemaking Team
Aspire Johnson County
October 5, 2015

Attendance: Katy Cavaleri, Jeff Owen, Cindy Cook, Eileen Meyer, John Martin, Peggy Thompson, Dana Monson, Lisa Fears, Ashley Mack, Rick Resener, Joe Moore, Don Cummings, Rebecca DeVoss, David Pfeiffer

Draft Vision: To promote Johnson County as a destination to live, work, play and learn

Draft Mission: Convene and connect resources to share the story of Johnson County both internally and externally

Goal 1- Research and report on the audiences we want to recruit and retain to live work and play in Johnson County. Goal Sponsor is Peggy Rutledge. Add John Martin, Rebecca DeVoss and Jeff Owen to this team.

Strategy 1- Define 2 audiences that are currently here, that we want to retain and that we want to recruit.

Strategy 2- Research the audience, what are they seeking in amenities. Who are we addressing and who are we recruiting? We want to know, who is here, where they are working, etc. One task will be to ask MIBOR for housing information, how often homes sell, average length of time people live in a home, etc. Research will also include wage data, information from schools on student population etc.

Strategy 3- Define the message for each audience related to work, live, and play

Goal 2-Collect and rate the amenities in Johnson County and categorize them according to the audience we want to attract .Goal sponsor is Joe Moore. Add David Pfeiffer and Katy Cavaleri to this team.

The strategies for these two goals need to be actionable, have deadlines and have metrics that can be used for them.

Next meeting we will work through a buyer persona exercise to develop a definition of the audience we are seeking to speak to through our marketing both internally and externally.

Next Meeting: Monday November 2, 4:00-5:00 pm MainSource Bank, 8740 S Emerson Ave.

Aspire Johnson County
Placemaking Team
November 2, 2015

Attendance: Lisa Fears, Samantha Bush, Eileen Meyer, Cindy Cook, Peggy Thompson, Jeff Owen, Joe Moore, Dana Monson, Katy Cavaleri, Rebecca DeVoss

Lisa reviewed the team goals for all the teams and how everything connects together. We will be looking at the membership of the teams and reconnecting with everyone beginning in January.

Goal 1 is to research and determine the audiences we want to attract and retain in Johnson County to live, work, and play. Jeff Owen led us in a buyer persona exercise to begin our understanding of the audiences.

First item is to determine who we need to tell the story to, not necessarily want to tell the story to. We cannot speak to everyone and need to be strategic in our audience choice. This helps to focus the team on key business opportunities for the county, makes our marketing more cost-effective, and develops and nurtures the relationships with the audience.

Identifiers for audience:

sociable, family-oriented age 25-50 with kids under 18, empty nesters age range 50 + with kids grown, folks with means, educated, professional, high tech, active folks who like trails, biking, being outside, civic-minded, culture, women as decision-makers and influencers for the family

Two audiences: empty-nesters, families with kids under 18

Needs: good schools, safe environment, quality services such as good health care, child care, elder care, a life experience, social outlets, recreation centers, diverse housing stock, integrated community, choices in places to live and play

Key words: housing, education, hotels, attractions, Indy, transportation, things to do in Johnson County, places to eat, play, entertainment, day trips, upscale, family oriented, active, safe,

How we help them achieve their goal:

current have: low crime rate, good schools, place to work, shopping, healthcare, affordable housing, kids activities, choose between rural and urban, horse park, parks and trails, libraries, Freedom Springs,

Need to have: place to work, higher salaries, cultural and racial diversity, quality hotels, quality restaurants, locally owned restaurants, better infrastructure, more recreational areas,

How do we connect with the audience:

websites, shared office, trails, schools, travel teams, churches, social media, volunteering, shopping, special activities and events by interests, civic organizations, partnerships,

Audience objections to living here, playing here:

jobs are on the north side, eclectic restaurants are on the north side, perception of not being cool, too traditional, lack of walkability neighborhoods, lack of metro feel, lack of easy transportation, food diversity,

Final thoughts: need to consider the third audience of workers. If we don't have the jobs, we don't have the people to sustain the amenities we want. The audiences are very broad right now and need to be sharpened in order to create a good plan with a real opportunity for success.

Next meeting December 7, will define the strategies and the audiences

BUYER PERSONA

Identifying the perfect audience

WHY DO THIS?

- Keeps you **focused** on key business opportunities
- Makes your marketing more **cost-effective**
- Helps you develop and nurture the **relationship** through their Buyer's Journey

THE BUYER'S JOURNEY

**Awareness
Stage**

I have a sore throat, fever
and I'm achy all over.
What's wrong with me?

**Consideration
Stage**

A-ha! I have strep throat!
What are my options for
relieving or curing
my symptoms?

**Decision
Stage**

I can see my primary care
physician, the ER, or go to a
clinic. The ER costs a lot, but I
have insurance.

BUYER PERSONA PROCESS

- Identifying the perfect audience(s)
- Discovering their goals/needs
- Determining how you can help
- Connecting to their world

IDENTIFIERS

- How would you describe the **perfect** audience member?



THEIR GOALS

- What are their **needs**?
- What **key words** describe their needs?



HOW YOU HELP

- What can you do to help them **achieve** their goals?



CONNECTING

- What are the most **effective** ways to communicate with them?
- What might be their **objections** to what you offer?



Placemaking team

December 7, 2015

Attendance: Katy Cavaleri, Samantha Bush, Cindy Cook, Bonnie Pribush, Eileen Meyer, Peggy Thompson, Rick Resener, Dana Monson, David Pfeiffer, Joe Moore, Rebecca DeVoss

Reviewed the buyer persona exercise that was begun last month. Two focus audiences of families with children under 18 and empty nesters are the primary audiences for the marketing plan.

Dana gave an update on the Journey Johnson County website project. The logo is being created and the framework for the website is almost complete. The plan is to use the JJC website to reach visitors and those coming from outside the county and the Aspire website will contain information for residents. Discussion was held on how to reach potential residents. The potential residents will potentially use the JJC website to learn about the county amenities then be directed through a link to the Aspire site to learn about living in Johnson County.

The team is continuing to collect data for the new website about eating locations, and attractions. These lists need to be sent to Dana or Joe for final collection. Peggy offered to collate the information when it is turned in.

The next meeting will be to finish the buyer persona exercise and begin the discussion of using focus groups for data on the needs of residents here in the county and how to attract new to our county.

Next meeting will be January 4 at 4:00 pm at the MainSource Bank Community Room on Emerson.