

**West Louisville Community Council
Communications and Marketing Work Group meeting
Thursday, October 5, 2016
McQuixote Book Store & Coffee Shop**

Attendees:

Ramona Lindsey – KMAC Museum and WLCC Executive Committee, Shively resident
Natasha Cummings – Kentucky Career Center, West Louisville resident
Marcus Harris - Pride Leadership Academy, 30th & Riverpark
Amanda Peer – Chestnut Street YMCA and nanny, Russell resident
Allison Smith - Louisville Metro, Brownfields Program Manager
Antonia Peagler - Shawnee Neighborhood, Living Faith Christian center
Jeana Dunlap – Metro Louisville, Limerick resident
Gretchen Milliken - Louisville Metro, Louisville Forward
Ebonique Burns - Russell Community,
Dixie Cacho

**Discussed specifics for “Name Our Space” Activity for October Full Council Meeting
(to be approved by Executive Committee):**

Conduct a “Name our space” activity.

- Purpose: Build consensus around the naming of the 24 contiguous acres in West Louisville, but name is not to be tied to a specific use for the site. The name will be presented to Louisville Metro Government & used by community in discussions regarding the site.
- Process:
 - Online respondents & attendees at the Oct. 24 WLCC meeting will be invited to submit names
 - Online submissions will be accepted prior to the meeting using Facebook & email.
 - Multiple names can be submitted.
 - Must be present at October Full Council meeting to vote.
 - All submitted names will be written on a single piece of paper and posted on a wall during the meeting. (Amanda Peer and Antonia Peagler, writers)
 - All meeting participants will have two stickers for voting
 - Attendees will vote near middle of meeting by placing a sticker on the paper with their preferred name.
 - Winning name will be announced by the close of the meeting.
 - Parameters for name:
 - Generic names that don't reflect a specific activity
 - Name reflects the spirit, value, heritage and people of the West Louisville community
 - Method for Getting Submissions:
 - Create a Facebook event called **Name Our Space**. People submit name as a comment through Facebook event. Open to Public
 - Online: Start time: Oct 14, 2016 End Date: Oct 22, 2016
 - Tonia set-up event; Natasha will tweet FB event

- E-mails submissions to w19voice@gmail.com: Subject: Name Our Space; idea in body of e-mail

Discussed using Social Media to Live Stream October Full Council Meeting

- Facebook Live & Periscope Live from meeting
- People can submit Name Our Space ideas from Facebook & Periscope. They will not be able to vote for name.
- Natasha Cummings will stream Facebook Live
- Jeana Dunlap will stream Periscope Live
- Allison Smith will write submitted names to be posted on meeting wall for voting

Discussed Specifics for a “Name Our Space” Visual Art Contest (to be approved by Full Council):

Establish a competition for a visual art representation of the selected “Name Our Space” name.

- Process
 - Artwork must visually represent the “Name Our Space” winner
 - Original artwork (2D, sketch, painting, digital art, original photography, collage). Need to investigate legal language used in other contests to protect ourselves against copyright infringement lawsuits.
 - The winning design will be featured on the existing billboard at the 24 contiguous acres site
 - Three categories – Middle/high school (grades 6-12), young adult (18 - 25yrs), adult (26 yrs & up)
 - One winner will be selected from each category and the overall first place winner will be selected by WLCC members.
 - Committee of community leaders & artists narrow submissions to 1 winner for each category
 - Community votes for the overall winner
 - Overall winning image turned into billboard for 24 acre site. Other images will become property of WLCC for future use in marketing campaigns.
 - Need a signed release for all 3 selected artworks giving ownership of artwork to WLCC to be used for promotional purposes anytime during a 5 years period.
 - Have a reception at a West Louisville venue where the original artwork will be displayed and artists recognized
 - WLCC will request a donation from Louisville Metro Government Councilmembers to be used for cash prizes, awards reception, & fiscal agent %
 - Total: \$1,500 -
 - 1st Place \$500
 - 2nd Place \$300
 - 3rd Place \$100
 - Reception \$200
 - Fiscal Agent % \$400
 - A fiscal agent (established 501c3) will be needed to officially accept the cash donation since WLCC is not a formal entity or 501c3.

- WLCC will request that Louisville Metro Government pay to have the billboard produced and installed on the site.
- Announce Competition on October 24, 2016 at Full Council Meeting
- Deadline for submissions: Dec 2, 2016
- Ramona will contact USA Image about dimensions for art for billboard
- Schedule work group meeting for Oct 17th to finalize details for submission process and identify community partners.

Next Marketing & Communications Work Group Meeting:

Monday, October 17, 2016

6:00-7:30 pm

Chestnut Street YMCA - 6th floor ballroom

Bring ideas for visual art contest submission application, free online resource for accepting digital images, & potential community partners.