

**West Louisville Community Council
Communications and Marketing Work Group meeting
Thursday, September 22, 2016
California Community Center**

Attendees:

Ramona Lindsey – KMAC Museum and WLCC Executive Committee, Shively resident
Natasha Cummings – Kentucky Career Center, West Louisville resident
Stacy Bailey-Ndiaye – Kentucky Refugee Ministries and Bridge Kids International, Iroquois resident
Amanda Peer – Chestnut Street YMCA and nanny, Russell resident
Jeana Dunlap – Metro Louisville, Limerick resident
Jenny Recktenwald – OneWest, Belknap resident

Key points:

- Three meetings are taking place tonight back to back. The three work groups will come together at the next full WLCC meeting and present their recommendations.
- We want the community to understand that WLCC is not part of Seed Capital Kentucky. Despite the loss of the Food Port, the creation of a Community Council is an opportunity for the community to step up and be heard.
- This is not just about 24 acres. It's about West Louisville as a whole. Government doesn't do a good job of engaging the community upstream. It's a long-term plan to mobilize and engage people. The urgency before us is that Metro wants to be sure something positive happens in that space.

Agenda Item for October Full Council Meeting (to be approved by Executive Committee):

Conduct a "Name our space" activity.

- Build consensus around the naming of the 24 contiguous acres in West Louisville, but not to be tied to a specific use for the site
- Parameters:
 - Attendees at the Oct. 24 WLCC meeting will be invited to submit names, and submissions will also be accepted online prior to the meeting.
 - Multiple names can be submitted.
 - Attendees will vote and the winning name will be announced by the close of the meeting.

Recommendations by the work group (to be approved by Full Council):

1. Establish a cohesive online presence that is owned by the West Louisville Community Council.

- Create a website using a free service such as Weebly or Wix page. The domain wearewestlouisville.org is available.

- Create a social media presence, initially with Facebook and possibly Twitter. The page will be set up with administrative controls to ensure that posts and comments remain on topic and do not devolve into negative, non-productive discussions.
2. Establish a competition for a visual art representation of the selected name.
 - Parameters
 - The winning design will be featured on the existing billboard at the 24 contiguous acres site
 - Three categories – high school, college and adult
 - WLCC will request a cash prize for 3 winning artworks from Louisville Metro Government
 - One winner will be selected from each category and the overall first place winner will be selected by WLCC members
 3. WLCC partners with Louisville Metro Government to rebrand the 24 contiguous acres in West Louisville
 - Request that LMG provides funding for the production and installation of a billboard
 - Request that LMG provides 3 cash prizes for community submitted artwork to be used in rebranding the 24 acre space

Upcoming meetings:

Communications and Marketing Work Group:

Wednesday, October 5, 6:00-7:30 p.m., location TBD

Agenda Items: Discuss specifics for “Name Our Space” Activity & Visual Art Competition

Full WLCC:

Monday, October 24, 2016, 6:00-7:30 p.m., California Community Center