

HARTLAND TOWNSHIP BOARD SPECIAL MEETING FINAL MINUTES
September 30, 2019 6:30 PM

Call to Order – THE MEETING WAS CALLED TO ORDER BY SUPERVISOR WILLIAM FOUNTAIN AT 6:30 PM

Roll Call

PRESENT: Larry N. Ciofu, William Fountain, Kathie Horning, Joe Colaianne, Matt Germane, Glenn Harper, Joe Petrucci

ABSENT: None

Also present were Township Manager James Wickman and Communications Director Lynn Vollbrecht. In addition, the following were present from: Cromaine District Library: Mary Calfmeyer, Kate DeRosier, Stefanie Furge, Ceci Marlow, Holly Naylor, Kathleen Oemke, Douglas Sargent, Don Thompson; Hartland Area Chamber of Commerce: Kevin Brennan, Katie Chuba, Carrie Jellison, Emmalyn Wheaton; Hartland Consolidated Schools: Scott Bacon, Kristin Coleman, Thom Dumond, Michelle Heymeyer, Chuck Hughes, Dave Minsker, Scott Usher, Scott Van Epps, Amanda Wright

Partners in Progress

Chuck Hughes gave a brief summary of the purpose of the meeting and informed the group of the May 2020 Bond Issue focus groups that may include some of the Partners in Progress (PIP) members. Introductions of those present were made followed by a presentation by Stefanie Furge regarding updates since June 2019. Ms Furge highlighted the guidelines for submissions to the Community Calendar and gave a brief overview of the new website Directory. Ms. Furge distributed the Hartland Living Marketing Plan and led a brief discussion of goals and the measurables for these goals. Ms. Furge presented analytics from the Hartland Living website (HLw) regarding the following questions and topics:

- How are people getting to the HLw?
- What is being viewed on the HLw?
- What device is being used to access HLw?
- Where are the HLw viewers geographically?
- Top referral sites.
- Social Media growth.
- Social Media – Facebook Reach
- Social Media – Twitter Reach
- What topics/features gets Hartland excited and engaged?

Katie Chuba gave a brief overview of the brand marketing as to where we are at and how we are promoting the Hartland Living brand. Ms. Chuba distributed the Hartland Living Apparel brochure and led a brief discussion on suggestions for other methods and ideas to promote the brand. Ceci Marlow informed the group that the PIP Communications Committee was working on developing a Hartland Living Mission Statement and led a brief exercise to collect ideas that should be included in an all-encompassing mission statement for the group.

James Wickman led a discussion as to how we keep these meetings interesting and relevant going forward. Items discussed included comments from Matt Germane as to the frequency of the meetings, Scott Van Epps' statement that the completion of the mission statement would further help decide the direction we are heading, and Thom Dumond's recommendation for further joint sessions like the recent joint training session with the Leader Dogs for the Blind. Carrie Jellison inquired as to overall goal of the website and Chuck Hughes explained it as a "one stop shop" for prospective businesses and home buyers to go to when they are looking at Hartland as a place to locate. He stated the goal was to get as many people as possible to the Hartland Living website to see what Hartland has to offer. Kevin Brennan stated that much has already been done in Hartland and that he sees much more promotion of each PIP group by other groups within PIP. Joe Colaianne inquired as to how the businesses are benefitting from

the website and it was stated that many businesses are just learning the benefits of social media, tagging and how to get their message out to the public, in addition to promoting the overall attributes of Hartland Living. A good

suggestion for promoting the Hartland Living brand was as easy as wearing the Hartland Living apparel. Emmalyn Wheaton suggested using HartlandLiving.com as the branding tool as just promoting Hartland Living may not always lead you to the website. Bill Fountain suggested a Hartland Living video as a good promotional tool. Chuck Hughes gave a brief summary and thanked the group for their attendance and input at tonight's meeting.

Adjournment

Move to adjourn the meeting at 7:40 p.m.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Glenn Harper, Trustee
SECONDER:	Joe Petrucci, Trustee
AYES:	Ciofu, Fountain, Horning, Colaianne, Germane, Harper, Petrucci

Submitted by,



Larry N. Ciofu
Clerk