Special Meeting of the Partners in Progress
June 12, 2019  Hartland Consolidated Schools Educational Support Service Center

Attending:
Cromaine District Library: Mary Cafmeyer, Kate DeRosier, Stefanie Furge, Ceci Marlow, Kathleen Oemke, Don Thompson.
Hartland Area Chamber of Commerce: Kevin Brennan, Katie Chuba, Joe Colliton, Maureen Elliott, Jerry Ellithorpe, Louise Weaver.
Hartland Consolidated Schools: Scott Bacon, Chris Costa, Michelle Heymeyer, Chuck Hughes, Cyndi Kenrick, Dave Minsker, Michelle Otis, Scott Usher, Amanda Wright.
Hartland Township: Larry Ciofu, Bill Fountain, Matt Germane, Kathie Horning, James Wickman.
Public: Danica Katnik, WHMI

The meeting convened at 6:30 pm with a welcome from Chuck Hughes, Hartland Consolidated Schools Superintendent.
Stefanie Furge, Hartland Living Communications Specialist, outlined the agenda for the evening.

Updates since October 2018
Chuck Hughes, Ceci Marlow, James Wickman, and Katie Chuba each described the ways in which each of the Partners in Progress organizations have developed the Hartland Living brand in their communications, social media, and web sites. Key tags, logo and logo variation clothing, pad portfolios are all ways that the logo and tagline have been expressed or have been suggested.
Stefanie Furge shared the numbers showing great growth in the adoption of the Hartland Living website on Twitter and Facebook users. She has also identified some patterns of use: more desktop than mobile clicks on the web site, for example. Great reach on both Facebook and Twitter, although little "response," e.g., commenting. She noted that the alternate modes of transportation on the last day of school for Hartland High seniors was one of the highest reaches--nearly 20,000! Posts and tweets related to students or reminiscences seem to have the biggest appeal.

Brand Culturalization
Stefanie reviewed the many ways that the brand and taglines can be incorporated, customized, and used to further promote the concept of Hartland Living and a community connected, beyond the look of the logo. Stefanie is creating a shared Google Folder that will contain the Hartland Living logo that all organizations, employees, members are encouraged to use in print materials and online! Here is the link for that:
https://drive.google.com/open?id=1JjNdPtXsFOiEoA_NrUh27ajV8wh10Kce

Cross-promotion is evidence of the community connected, from how Hartland SOUP winner of funding for summer reading books became literacy bags from Cromaine to hold the books. Kathie Horning reported that for the first time in history, the Hartland Farmers Market booths/parking spaces are full!
Sharing stories about the ways that living in Hartland inspires a higher quality of life through each organization's social media and other communications is an important part of demonstrating value and outcome. Stefanie said to please use the tags #HartlandLiving #CommunityConnected in posts, or live tag @HartlandLiving on Twitter or Facebook as these are the fastest ways to be sure your post is recognized.

Matt Germane asked how the Hartland Living project will be funded going forward. Chuck Hughes responded that, to date, the funds have been able to be provided out of existing budgets. The cost of building the website was shared among the partners; the schools and the Library shared the cost of full-time for Stefanie Furge which will change as the shared position ends June 30, 2019. James offered that peg funds have been able to be used in part and that other expenses to date have been covered from budgeted amounts. It is not anticipated that there will be large expenditures going forward, but if there are, then the partners' managers/directors will return to their funding sources.

More ideas were discussed for how to go forward. The Communication PIP committee (Stefanie, Amanda, Scott, Katie, Lynn, Nu) will draft a marketing plan to share with the PIP Managers. It will have dates, objectives, and measures for success.

Matt Germane suggested that the Schools consider T-shirts for new students; bumper stickers, window clings, a "Get to Know Hartland" map and/or event were also suggested. Everyone was asked to send these ideas and more to the PIP Managers for discussion and inclusion in the marketing plan. Stefanie will set up a Google Doc for everyone to add their thoughts on how to increase brand culturalization and where to go next.

**Next Meeting**

Discussion of when the next meeting will be scheduled was tabled for the PIP Managers to resolve. The first or second week of October 2019 is most likely, but specific dates are to be determined.

The meeting adjourned at 7:25 pm.