



SHAKER HEIGHTS

Communications & Marketing Committee
Thursday, January 17, 2019
6:30 P.M.
Shaker Heights City Hall, Conference Room B

Members Present: Earl Williams Jr., Chairperson, Council Member
Tres Roeder, Council Member
Anne Williams, Council Member
Bill Clawson, Resident Member
Sean Mullen, Resident Member
Timeka Rashid, Resident Member

Others Present: David E. Weiss, Mayor
Jeri Chaikin, Chief Administrative Officer
Vicki Blank, Communications and Marketing Director
Scott Stephens, School Representative
Julie Voyzey, Communications and Marketing
Hallie Kogelschatz, shark&minnow
Brian Jasinski, shark&minnow
Allie Healy, shark&minnow

Guests: Mity Fowler, Resident Guest
Melanie Sweeney, Resident Guest

The meeting was called to order by Chairperson Earl Williams at 6:35 p.m.

* * * *

Approval of the September 20, 2018 Meeting Minutes

Chair Williams asked if there were any changes to the minutes of the September, 20, 2018 meeting. It was moved by Council Member Tres Roeder and seconded by Resident Member Bill Clawson that the minutes be approved as submitted.

Minutes of the September 20, 2018 meeting were approved as submitted.

* * * *

Discussion regarding Resident Attract and Retain Campaign

Communications and Marketing Director Vicki Blank introduced Hallie Kogelschatz, CEO and President of shark&minnow, the firm developing the resident attract and retain marketing campaign.

Director Blank indicated that the committee and invited guests would have an opportunity to see a preview of the campaign concepts, along with a refreshed version of the City logo.

Ms. Kogelschatz informed the committee that the campaign was focused around the idea that, “every day is an opportunity to discover something new about the place where you live, especially in an established progressive City like Shaker Heights -- where creativity and self-expression are welcome and fueling private and public innovation.”

The campaign concepts were then shared with the group, which was then asked to provide some personal insights around what it is that they love most about Shaker and the specific reasons that they continue to live here.

A lively discussion followed, during which the group shared numerous examples of uniquely Shaker experiences of living in the community. The group had much to contribute; the team from shark&minnow listened, took careful notes, and occasionally asked for additional information. At the conclusion of the meeting, the participants were invited to forward any additional thoughts or experiences they wished to share with the marketing team in the coming week.

Chair Williams thanked the group for participating and, there being no further business, adjourned the meeting at 7:35 p.m.

* * * *

Earl Williams Jr., Council Member, Chair
Communications & Marketing Committee