

## **Minutes/Discussion Points from Perception Pillar Meeting November 3<sup>rd</sup>, 2021 @ 7 pm**

Committee members in attendance: Kirstie Mack, Rob Lawson, Gary Butler, Mandi Kissner, Lou Rivera

- Festival Feedback
  - Chocolate Walk – April – Well attended
  - Lilac – May – Well attended
  - Fireworks – July – Well attended
  - Jazz Fest – July – Moderately attended
  - River Fest – July – Postponed??
  - Ribfest – September – Moderately attended
    - Other small events were mentioned such as ‘music in the park’, ‘Halloween parade’, respectively. It was mentioned that some of the low numbers could be attributed to covid.
    - Rob mentioned that the Jazz Fest was supposed to have been simulcast on multiple social media platforms facilitated by DCCC/DCTV, but it ultimately failed due to WIFI connectivity issues at Kingsbury Park. We feel this is crucial as it is the future of what our event/city exposure reach will be and is the easiest way to sway public perception. Per Rob, simulcasting allows us to reach people the way they want to be reached, bring in outside donations for events to compensate for anemic attendance, and help future funding of the events. Thanks to a generous investment by DCCC, we now have the technology; we just need to utilize the capability for our benefit.
- Providing communication to the community
  - We have mentioned before that getting information out to the community in a positive fashion is very difficult. The conversation came up, again, regarding IMG (Issue Media Group) and their presentation. We feel we can emulate a small portion of what they do and have a goal to get this started on our own. We will need the help and support of some of the community action members.
    - BLOGS – Erika with Economic Development has already begun and doing great things. We need to get blogs started with DDVB, Chamber, or even Pillar blogs for that matter?!? Once we have this collective information, we will evaluate the best way to distribute on the same platform. DCCC will need to be especially proficient and accommodating to our needs. They will play a big part in the exposure/reach for our town.
  - List of personnel for public articles
    - These would be people within the community that we can reach out to about writing positive stories. Jenny Derringer, for example.

The next meeting is pending any new outcomes that may develop.



Respectfully submitted,  
Luis Rivera/Kirstie Mack  
Co-Chairs, Perception Pillar