



Minutes/Discussion Points from Perception Pillar Meeting March 24, 2021 @ 7 pm via Zoom

Committee members in attendance: Kirstie Mack, Rob Lawson, Gary Butler, Josh Mast, Chris Yoder, Yvonne Dale, Steve Corbitt

- Community Logo roll out plan
 - The community (or in Yvonne's words, the Defi Logo) has been finalized and is ready to use. Discussions on an official roll out plan began. Ideas for this included, the Keller Logistics semi-trailer truck wrap that is currently in process, t-shirt designs being available and additional "items" that can be available for purchase. Ideas for these other items included: golf balls, window clings, a badge for baseball caps, frisbee, koozies, bag chairs, shopping bags, postcards and shot glasses. Kirstie will work with Fun Factory to locate some items and discuss some pricing.
- Park scavenger hunt concept
 - The group thought this would be a great idea. The scavenger hunt will need to continue to be discussed regarding the actual process.
 - A question was raised on what type of platform would this scavenger hunt be promoted through. Discussions in the past have included a specific "Defiance Parks" Facebook/Instagram page. The group agreed to further explore this idea and work on an official hashtag that can be used on all social media avenues.
 - Ideas also included pairing this event with the Defi logo roll out campaign and including a community member who has knowledge in geocaching.
- DORA in NW Ohio
 - The DDVB is in a collaboration with 11 other CVBs/Chambers in the Northwest Ohio area. This group is called Visit Northwest Ohio. There is a website and Facebook page currently set up. An idea has come up regarding creating a "DORA in NW Ohio Trail" where a passport would have multiple communities and their establishments listed and stamps could be collected along the trail. The group thought the idea was warranted to continue brainstorming. Ideas for the incentive once you finish the trail were t-shirts and personalized beer mugs. Kirstie will further discuss the idea with the Visit NW Ohio group.



- How to provide communication to the community?
 - This continues to be an issue many communities are having. Without a paid PIO (public information officer) for the municipality, getting information out to the community in a positive fashion is very difficult. Conversation came up regarding the status of IMG (Issue Media Group) and their presentation from late 2019/early 2020. After lengthy discussion and additional information from group members, the Perception Pillar would like to actively bring back discussion on this topic.
 - In the meantime, a few other ideas were presented such as working with local DCTV and Defiance High School's new DNN group.

The next meeting was not set, but we likely be in late April to discuss the scavenger hunt.

Respectfully submitted,
Kirstie Mack
Co-Chair Perception Pillar