

**VILLAGE OF WESLEY CHAPEL**  
**COMMUNICATIONS COMMITTEE**  
**MEETING MINUTES**  
March 21, 2019 – 7:00 P.M.  
6490 Weddington Road, Wesley Chapel, NC 28104

**Committee Members Present:** Chair Deb Bledsoe, Tammy Boyce, April Campagna, Dana Crossman  
**Committee Members Absent:** None  
**Others:** Administrative Assistant/Secretary Beth Leonard

**CALL TO ORDER/DETERMINATION OF QUORUM**

The meeting was called to order at 7:03 p.m. There was a quorum present.

**ADDITIONS, DELETIONS AND ADOPTION OF AGENDA**

There were no changes to the agenda. Ms. Boyce motioned to accept the agenda; Ms. Crossman seconded the motion. The motion passed unanimously.

**APPROVAL OF MINUTES FROM THE FEBRUARY 21, 2019 REGULAR MEETING**

Ms. Boyce motioned to approve the February 21, 2019 regular meeting minutes. Ms. Crossman seconded the motion. The motion passed unanimously.

**MEETING WITH JENNIFER SHAW – ADVERTISEMENT FOR VILLAGE**

Chair Bledsoe reported that Councilman Paul Kaperonis asked her to meet with advertising representative Jennifer Shaw regarding the Village's participation in a publication called Tri-W News. The three Ws represent Weddington, Waxhaw and Wesley Chapel. Ms. Shaw also encouraged the committee to send Village news to the paper so they could do a better job of covering Wesley Chapel. Calendar items, such as meeting notices, are free.

Ms. Shaw said that both Weddington and Waxhaw have sections in the Tri-W News: Weddington monthly, Waxhaw weekly. To run the page in color costs \$80 per page. Black and white pages are \$65. A two-page color center spread would be \$160, while a black and white spread would be \$130. The pages have to come to Tri-W in camera-ready pdf formatting (written and laid out) by 6pm on Thursday the week before the publishing date. A one-year contract is required.

Ms. Shaw said that both Weddington and Waxhaw use Jeni Bukolt, president of Haven Creative Agency, to write their stories, supply their photos and compose the camera-ready pdf for \$500 per page. This would be on top of the \$80 per page to Tri-W. Chair Bledsoe said she doubted Council would approve spending \$500 a month for this service. She said the committee should consider doing this.

If the Village submitted a page on a monthly basis, it would mean 12 stories per year, submitted on camera-ready pdf. Ms. Shaw said the page could be partially funded by selling advertisements to local business in the Village. When an ad runs, some of the revenue benefits the Village, causing a reduction in the cost of the page. Chair Bledsoe also told the committee the Village would have no control over the advertisements.

The committee discussed ideas for stories, including the celebration of the town seal and the artist who drew it, the 20-year anniversary of the Village and the Dogwood Park amphitheater that is under construction. Chair Bledsoe will coordinate the stories and photos. The committee questioned if securing ads would be the responsibility of Tri-W or the committee. Chair Bledsoe said it would be the responsibility of Tri-W to secure ads.

The cost of the project would be about \$1,000 annually. Ms. Boyce motioned to recommend to Council to do Tri-W News once per month, with the possibility of helping to bring in ads, which would reduce the cost. Ms. Crossman seconded the motion. The motion passed unanimously.

**UPDATE ON THE COMMUNICATIONS COMMITTEE BUDGET**

Chair Bledsoe said she discovered that there is a \$4,000 line item in the current Village budget and would check to see if it could be used for current committee expenses.

Potential budget items for 2019-20 include:

<u>Tri-W News</u>	<u>\$1,000</u>
<u>Social Media related archiving</u>	<u>\$1,640</u>
<u>Photos for Town Hall</u>	<u>\$1,000</u>
<u>Elementary Art Contest/reception</u>	<u>\$200</u>
<u>Reception (Cookies with Council)</u>	<u>\$200</u>
<u>Total annual expenses</u>	<u>\$4,040</u>

The committee discussed having a total budget of \$5,000 for the coming fiscal year.

**UPDATE ON PHOTOGRAPHS FOR TOWN HALL**

Chair Bledsoe met with the Mayor Brad Horvath to show him what a 16x20 frame would look like on the Council Chamber walls. Mayor Horvath was not happy with the size, saying he would prefer the framed photos be 20x24. He liked the photos of Village Commons, the jogger at the park, town hall and the flagpole. These should be the first photos framed.

Other photo ideas that Chair Bledsoe will take include Dogwood Park's dogwood trees, New Town Elementary School, Wesley Chapel Elementary School, the Wesley Chapel Fire Department with the fire engines and firefighters.

As for framing, Monroe Paints quoted about \$76 for framing a 20x24 photo. The mayor would like to have brown wood to match woodwork in chambers. Cardinal Photos charges \$39.99 for 20X24 prints. For eight framed photos, the cost would be approximately \$958. Chair Bledsoe will check Costco and Hobby Lobby prices, also.

**CHAIRMAN’S REPORT ON PRESENTATION TO COUNCIL – MARCH 11, 2019**

Chair Bledsoe reported to Council the Facebook profile on the mayor was very well received. Councilman Kaperonis’ story would run next. She noted that the public hearing information had more than 500 views.

**FACEBOOK ONGOING BUSINESS**

Chair Bledsoe has received permission to post the historic video on Wesley Chapel on the Village’s Facebook Page. Drone footage is currently being added. It will be posted sometime in April.

Chair Bledsoe has spoken with long-time Village resident Dora Boyce regarding village history and artifacts and will interview her in the near future. The post requesting the community to share artifacts will go up on April 8, 2019. Band shell updates will be posted as well.

The next scheduled business spotlight will be the new Novant facility.

**TOWN HALL LOBBY SCHEDULE**

Chair Bledsoe reported she read an article in the newspaper that the town of Indian Trail has been holding a student art show for five years, elementary schools only. They include a VIP reception for artists and their families, and an art show opened to the public (in the front lobby) for a few hours a day. Ribbons and refreshments are provided. Chair Bledsoe will follow up with the art teachers at the two elementary schools to see if art is possible so close to the end of the school year.

Ms. Crossman motioned to recommend to Council to open the town hall lobby for a student art show. Ms. Boyce seconded. The motion passed unanimously.

**OTHER BUSINESS**

Chair Bledsoe and Administrative Assistant Leonard will be attending a Social Media seminar next week.

**ADJOURNMENT**

Ms. Boyce motioned to adjourn the meeting; Ms. Crossman seconded the motion.

The motion passed unanimously. The meeting ended at 8:06 p.m.

Respectfully submitted:

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Prepared by Beth Leonard  
Administrative Assistant

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Deb Bledsoe, Chair