

**VILLAGE OF WESLEY CHAPEL**  
**COMMUNICATIONS COMMITTEE MEETING MINUTES**  
April 18, 2019 – 7:00 P.M.  
6490 Weddington Road, Wesley Chapel, NC 28104

**Committee Members Present:** Chair Deb Bledsoe, Tammy Boyce, April Campagna  
**Committee Members Absent:** Dana Crossman  
**Others:** Cheryl Bennett, Clerk/Administrator

**CALL TO ORDER/DETERMINATION OF QUORUM**

The meeting was called to order at 7:05 p.m. There was a quorum present.

**ADDITIONS, DELETIONS AND ADOPTION OF AGENDA**

Item 8 “Town Hall Art Show” was deleted from the agenda. Ms. Boyce motioned to accept the amended agenda; Ms. Campagna seconded the motion. The motion passed unanimously.

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

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

**CHAIRMAN’S REPORT ON PRESENTATION TO COUNCIL – APRIL 8, 2019**

Chair Bledsoe updated Council on the Facebook posts for Council member profiles. This project will be completed by the end of May. Council approved spending \$1,000 for eight framed photos for Town Hall. Chair Bledsoe went to Cardinal Camera and they can print the photos at the store. In order to get a W-9 form, Chair Bledsoe will have to contact their headquarters. Chair Bledsoe provided Council with copies of a sample Tri-W News page should Wesley Chapel decide to contract for a Wesley Chapel page in the newspaper. While it is a good opportunity, there is also a concern on who would create the page each month and more information on the specific details of their contracts are still needed. She also received information on shared post card mailings from Premium Ads Carolinas. A mailing is going out in May, June and July targeting 20,000 homes each time; a quarter page ad is \$3,600. A local realtor is taking the front page of this postcard.

**COMMUNICATIONS 2019-2020 BUDGET**

The Committee previously approved the budget request of \$5,000, and Chair Bledsoe reviewed the items:

Tri-W News	\$1,000
Social Media related archiving	\$1,640
Photos for Town Hall	\$1,000
Elementary Art Contest/reception	\$200
Reception (Cookies with Council)	\$200

Miscellaneous	\$960
Total to be requested	\$5,000

**FACEBOOK ONGOING BUSINESS**

The History of Wesley Chapel video has been posted, and credits given to Fly2HighVideo Productions, who gave us a release to use the video, and just asked that credit be given to his company. Ms. Boyce is posting meeting notices on the Facebook page. The business spotlights continue, Novant will be featured next. The Committee decided to rotate spotlights among the three shopping centers, and feature both old and new businesses. The Clerk noted the Chamber of Commerce works with local businesses to hold grand opening ceremonies. Chair Bledsoe can take a photo at the ceremony, or if no ceremony is being held she can go ahead and get a photo at the new businesses.

**SOCIAL MEDIA MARKETING SEMINAR REPORT**

Chair Bledsoe and Administrative Assistant Leonard attended the event. The importance of branding and using social media, and making sure it is kept current was discussed.

**OTHER BUSINESS**

The next type of social media the Committee would like to use is Instagram.

**ADJOURNMENT**

Chair Bledsoe motioned to adjourn the meeting; Ms. Campagna seconded the motion.

The motion passed unanimously. The meeting ended at approximately 8:10 p.m.

Respectfully submitted:

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Prepared by Cheryl Bennett  
Village Clerk

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Deb Bledsoe, Chair