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**MDC Public Relations Committee
April 12, 2017
2pm
City Hall, City Council Conference Room**

Attendees: Ashley Squyres, Diane Bevan, Nathan Mueller, and Rob McCarvel

1. Marketing Packet Review

The Committee does not believe the second design fully captures the previous feedback given to Rizen Creative. Ashley and Natalie will meet with Rizen again to discuss items of concern.

2. Downtown Meridian Video

The Committee would like to move forward with soliciting of ideas and proposals for a 30-second video highlighting Meridian Historic Downtown. The Committee had recommendations for Ashley to contact. The goal is for Ashley to ask for a one-sheet from each of the firms with their concept ideas and a proposed budget. Ashley will bring the proposals to the next committee meeting so the committee can determine who they would like to interview.

3. Begin Fiscal Year 2018 Discussion

For the new member's benefit, Ashley explained the budget process and that the Committee will begin work on a project list for FY18.

4. Current Media Needs: Orchid Award for The Vault

The Committee reviewed the draft Press Release and added one minor modification. Ashley will work with Natalie to have this released in the next couple of days.

5. PR Contract

MDC's PR consultant has given notice to terminate her contract due to her new role. Ashley will work with legal counsel to determine if a new RFP is needed.

6. Groundbreaking for 703 North Main

The Committee would like to do this approximately one week after the demolition. Ashley will work with Natalie on a ceremony that will include: media, speakers, and videography.

