



**MERIDIAN**  
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**MDC Public Relations Committee  
November 14, 2016  
City Hall, City Council Conference Room  
2:30pm**

Attendees: Ashley Squyres, Natalie Podgorski, Bonnie Shelton, Nathan Mueller, Rob McCarvel

**1. Marketing Packet Review and Strategy**

\*Reviewed the Available Properties document created by neUdesign Architecture. Ashley and Nathan to meet with Jim Escobar and his team to see if the following can be modified for purposes of this document:

- \*Add square footages with and without parking considerations
- \*Pick the top 6 properties [as determined by the PR Committee] and create one front and back cut-sheet with project summaries and one photo]
- \*Add a general overview for the property cut-sheet that discusses the general vision and brand of downtown Meridian, include a parking discussion
- \*Add a projects in process/recently completed in downtown Meridian

\*Nathan would like to review Gallatin's overview of MDC and modify some of the narrative. Ashley to forward that document to him.

**2. On-going media strategy through end of the year**

\*Ashley discussed the likely topics at the December 14<sup>th</sup> board meeting, many of which are newsworthy. Based on these items, the committee chose the following to focus on [listed by priority]:

- \*The RFP for 703 and 713 North Main Street
- \*Ten Mile Phase One Owner Participation Agreement
- \*Meridian Cycles Owner Participation Agreement

\*Action Items: Ashley to reach out to Brighton Corporation and Josh Evarts to see if they are willing to speak with Natalie or Bonnie about their respective projects.

**3. Review of Destination: Downtown banner options**

\*The PR Committee reviewed the two options as presented by Rizen Creative. The Committee unanimously recommends Option A to the Wayfinding and Signage Committee.

#### **4. Website discussion**

\*The Committee authorized Gallatin Public Affairs to conduct no more than a two hour website audit with recommendations. These will be discussed at the next Committee meeting.

\*Items for consideration should include: 1) How to update without completely overhauling; 2) how to best engage all press/news releases and 3) How to address the difference between the Downtown and Ten Mile Districts

\*Ashley to obtain website metrics for 2016 for review.