



**Steering Sub-Committee: Marketing**

**Thurs., Oct. 10**

**5:30 p.m. – Visit Mesa Offices, 120 N. Center, Mesa, AZ 85201**

**Present:**

John Kressaty

Stephen Viramontes

Michelle Streeter

Melissa Randazzo (City of Mesa liaison)

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5:37 p.m. Call to Order (Michelle), No citizens present

John: Brought up low attendance at Think Spot, wants to know alternative ways to market events. Concerned traditional ways (referring to newspaper) are not generating crowds

Michelle: Mentioned different channels of distribution; Melissa explained process for telling media about happenings in Mesa and reviewed current ways to attract media attention

Stephen: Inquired about procedures applied for marketing iMesa

Michelle: Offered to draft a PR plan with Melissa when we have a stronger story to tell and can identify what 2.0 looks like.

Michelle: Shared idea of how to attract a new audience of students by initiating an iMesa scholarship fund.

Stephen: Stressed the importance of developing a value proposition for iMesa and the ability to answer the reason “Why?” iMesa is seeking input from citizens; Melissa and the team discussed the mission statement and it was determined that value is that they “can help build a better Mesa”. Stephen will address the idea of a value proposition at the next full meeting.

Melissa: Updated the team on the Community Outreach sub-committee and how they are interested in pairing team liaisons with councilmembers.

Michelle: Would like to see 2.0 involve Instagram, Pinterest, Twitter, and YouTube. It was discussed that YouTube would be developed more on the internal side to post videos but not for group sharing/posting due to commercial licenses and other issues that could be faced with community sharing.

Stephen: Suggested Infusionsoft as a potential database/software management option for the 2.0 version and shared insight on the ability to create continuity across all social media platforms and with the existing iMesa database and existing data already received since inception.

Stephen: Suggested a hyperlink from the COM website to the iMesa platform page to better explain the iMesa mission/purpose, and to avoid losing a potential new audience member.

John: Stressed the importance of developing the Marketing plan to fit the 180 day timeframe as suggested by the consultant.

John: Would like to know how to connect to large Mesa HOAs and RV Parks since the iVillage meetings were not well attended.

John/Melissa: Discussed possibility of unveiling iMesa 2.0 in February at the Mayor's Annual Breakfast meeting. Will be considered if the technology component is in place at that time.

Michelle/Melissa/Stephen: Reviewed the iMesa social media ID and determined it was best to continue with iMesaAz for the Twitter and Instagram accounts since it's already established on Facebook with the "AZ".

Committee: It was determined that the next important step is to see what changes are being conducted with the technology of iMesa. Once we know the timeline of a new software platform, a marketing plan will be developed to tell that story.

Meeting adjourned: 6:54 p.m.