Public Relations Department
February 2020 Report

Meetings

- Met with department heads to determine strategy, messaging, etc.
- Met with community leaders
    - Allyson Gutwein, Zionsville Chamber
    - Diane Schultz, Boone County Chamber
    - Jen Todderud, Lebanon Community Schools
    - Ryan Gallagher, Traders Point Christian Schools

Videos

- Livestreamed 5 meetings: RDC, Police Commission, BZA, Plan Commission, and Town Council
- Produced 4 videos:
    - Behind the Badge: Zack Thomas
    - Denny's Ribbon Cutting
    - Le Peep Ribbon Cutting
    - ReLeaf Wellness Café Ribbon Cutting

Ribbon Cuttings

- Le Peep (February 21)
- ReLeaf (February 21)
- Old Navy (February 25)

Other

- Kim started February 10
- Created a 30, 60, 90 day action plan
- Purchased new still camera
- Wrote, designed, and uploaded the March edition of Whitestown Quarterly magazine; discussed strategy for magazine moving forward
- Updated live-stream equipment (encoder and computer)
- Attended LEAD Boone County luncheon
- Started sending weekly news clips to Town Council members and department heads