

**SPECIAL COUNCIL WORK SESSION
MONDAY, APRIL 30, 2012**

6:00 P.M. PROMPT

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Dinner will be served

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- **DISCUSSION OF TELEVISION SERIES "TODAY IN AMERICA"**

- **DISCUSSION OF CITY MARKETING PLAN – Tom Speaks**

Bedford, Ohio

April 30, 2012

Bedford City Council met in a Special Work Session at Bedford City Hall on Monday, April 30, 2012 at 6:08 p.m.

Present: Council Members: Mayor Daniel Pocek, Warner Batten, Stan Koci, Marilyn Zolata, Paula Mizsak, Donald Saunders, Greg Pozar. Also Present: Clerk of Council Lorree Villers, CMC. Administration: City Manager Hank Angelo, Finance Director Frank Gambosi, Ken Schuman Law Director, Economic Development Director Mike Mallis.

Absent: None.

Guest speaker Tom Speaks from The Impact Group and resident Joyce Daunch, Chairperson of the Arts and Cultural Board, were also present.

Mayor Pocek began discussion of the Special Work Session agenda.

Mayor Pocek received a voicemail that Bedford was selected as one of the Top 10 Cities in America. He forwarded the voicemail message to Mr. Angelo and Mr. Mallis to investigate. Today in America was hosted by Terry Bradshaw as one of the spotlight hosts. The contract/licensing type fees were around \$19,000 to air the Bedford video 19 times locally and one (1) time nationally. Mayor Pocek compared the costs of \$12,000 that Bedford had already paid for a City coverage video in 2001.

Mr. Mallis played the "Today in America" television series for everyone to review. He then played the 2001 Bedford video as a comparison for discussion purposes.

Mr. Speaks thought Today in America might be a good way to recruit cities but he wasn't sure of the value because of the numerous spots or times the video would be aired. The viewing might not be prime time airing. Mr. Angelo thought the Bedford video gave a "small town feeling". Mr. Mallis said the City might be able to contract with Mr. Larry Morrow a former radio celebrity that worked at the Bedford Nature Stone business or Tim Taylor, family member of a well-known Bedford business Taylor Chair Company.

Mr. Pozar was afraid Today in America would be a sideshow and "quality was the key". The City needed to decide and target their audience as to what the City was trying to catch the interest of. There was discussion as to how many channels were currently available on cable television and the video may not be seen enough or played primetime for the costs. After a short discussion, it was determined Mr. Angelo and Mr. Mallis would call Today of America to gather additional information to clarify viewing costs and airing times but the majority of Council was not interested in this avenue in marketing the City.

Mr. Speaks then explained the differences in the three (3) Tiers he submitted for everyone to review with the costs (see attached).

Council needed to decide what audience they wanted to target/address and attract to Bedford for a specific reason. Mr. Speaks stressed it was about repetition, so the message had an opportunity to be seen and heard over and over. This process was going to take a couple/few years so everyone needed to be in this for the long run or forget it. There were several ways to advertise and that was a big key to this type of success. There was discussion of the length the video needed to be to reach a certain type of audience depending on what the target was.

Mr. Speaks stressed it was very, very important for "everyone" to talk "positive things" about Bedford "all" the time not just at election times. Thank you cards are a hit to show appreciation and small touches go a long way. It was important for Bedford to "Build Positive Impressions". Employee training was another key element.

Mr. Pozar had questions and concerns as to how to gauge/measure our success. It was determined some things were very obvious but other areas might not be so noticeable at first and others areas it would be very hard to gauge. Mr. Saunders thought it would take 3 -5 years before results were noticeable. Mayor Pocek figured it took 18 - 24 months to measure success.

The Administration and Council knew this was going to be a lot of very hard work for every employee. They thought maybe a questionnaire would be an idea or some type of gift awarded to a resident.

It was determined the "Cadillac" aka Tier 1 was the best option but the costs were higher than what the City really wanted to spend. Council all agreed the time had come – it was time to market the City, which was way overdue.

Joyce Daunch, stated Council needed to clearly define their goals as to what they wanted to achieve. Tier 1 needed to be tweaked and residents needed to be involved in this process. She pointed out the elderly were dying off so it was time to bring in new residents.

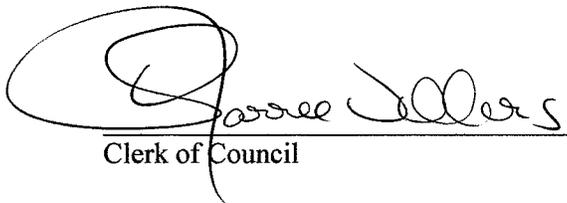
There was discussion of the work Mr. Schuman, Mr. Mallis and Mr. Garmbosi had done when the video was made in 2001. Mr. Speaks was very good in keeping everyone organized, focused and on task.

Mayor Pocek stated Bedford was the "best kept secret" but that needed to change. It was time to let everyone know what a wonderful place Bedford, Ohio really is.

After a short discussion regarding a focus leader for the Council Retreat day it was determined the May 14, 2012 Council Retreat was not necessary and that date would not be scheduled.

Discussion of the Special Work Session agenda was concluded.

At 8:20 p.m., Bedford City Council adjourned.


Clerk of Council


Mayor – President of Council