

**Troy Township  
Public Relations, Services & Outreach Committee Meeting  
Monday, June 18, 2012  
6:30pm**

Supervisor Joseph D. Baltz called the committee meeting to order at approximately 6:30pm.

The Pledge of Allegiance was led by Assessor Anderson.

In attendance were:

Supervisor Joseph D. Baltz	Clerk Jim McFarland
Trustee Brett Wheeler	Trustee Larry Ryan
Assessor Kim Anderson	Collector Kristin Ethridge
Administrator Jennifer Dylík (acting as Secretary)	Office Clerk Lisa Imbody

Absent – Trustee John Theobald (Chairman) – EA

EA – Excused Absence

Supervisor Baltz will act as Chairman of the Committee in the absence of Chairman Theobald. Supervisor Baltz noted that the purpose of the meeting was to re-cap the Community Expo held by the Township on June 9, 2012 and put thoughts on paper for how to improve the next year's expo. It was estimated that about 177 people came to the expo. Supervisor Baltz stated that he heard comments from people in other communities that their events that weekend were low on attendance as well.

General suggestions from the attendees are:

- Alternate time of day: This expo was from 9am to Noon. Possible options are 10am to 1pm or 11am to 2pm.
- Move the Expo up a few weeks: This will capture the attendees already in Four Seasons Park for soccer.
- Increase Marketing Budget: allow funds for additional signage, banners, more direct mail, etc.
- Sponsors: Consider establishing a stronger sponsorship program.
- Promotion: Consider live remote with Next Media radio station.
- Combined Efforts: Consider combining the shredding event and the expo.

Supervisor Baltz suggested a yearly calendar of events be established. Supervisor Baltz asked that over the next few months everyone send their ideas and suggestions to Administrator Dylík for her to put together a list of possible events the township can host.

Supervisor Baltz asked that the group meet again in September or October to review the ideas and start planning for 2013.

The meeting adjourned at approximately 6:50pm.

Submitted by:  
Jennifer Dylík  
Secretary

