GREATER
Chatham
INITIATIVE

Greater Chatham Initiative (GCI)
Brand Committee Meeting
Mather's Café, 33 E. 83rd Street
March 1, 2017 10:00-11:30 am

Attendees

Nedra Sims – GCI, Executive Director
Sally Armbruster – GCI, Board Member – Obama Foundation Advisor – via phone
Eiran Feldman – GCI, Board Member – South Side Community Investors Association
Jamal Cole – GCI Board Member – My Block, My Hood, My City
Nicole Bridges – GCI Office Manager
Ava St. Clair – Moonrose Agency
Allyson Scrutchens – Forward Planning
Rhea Steele – Blue Ocean Logic,
Wynona Redmond – Wyn-Win Communications

Comments - Website

Nedra Sims:

"Want to build out the website so it is reflective of our community"

- Content has been developed and uploaded to the website.
- Nicole Bridges has been working on the website and opens the current site for the committee to review
- GCI would like to shorten the name of the website
- Looking for photographers to take pictures of Chatham
- What to build out the website so it is reflective of the different communities.
- Add a section for new home owners for perspective business owners and realters.
- Realtors want GCI to have a realtor package
- If someone is looking to start a business in Chatham and they are looking for property what should be done.
- Should there be a referral to local realtors?

"What I am hearing is that less is better. We could have multiple websites, have the website be a destination hub."

Jamal Cole:

> *"Website looks good, need to change the front page"*

- We should have more than one website it doesn't have to be a lot of websites, subsites that build out more detail.

Sally Armbruster:

> *"Good Website, first page with the bike is a great imagery, add buttons under the strategy page you would get a lot more hits. This might be an easy way to gather your distribution list"*

Eiran Feldman:

> *"This is the general website, we still have ideas we want to add". Is this website the landing page and does it lead into separate websites? If we put everything into one website, It will be a complicated website.*

- When we start to link professionals you what to start building in a fee
- As good as it is the website is an elaborate brochure.

Wynona Redmond:

> *"All things Greater Chatham – the website is a hub*

Nicole Bridges:

> *"Have to make certain the website is SEO friendly"*

General:

- GCI is a resource to others, there should be an immediate call to action.
- On the resource page – Schools in Chatham, Realtors – local to Chatham

Comments – Social Media

Jamal Cole:

> *"Not sure that people use websites to communicate these days."*

- Looking to enhance social media
- Follow Instagram and Facebook page

Eiran Feldman:

- Follow things that are more specific, we are looking to build a comprehensive strategy for the organization
- More traction through Social Media, posts and branding meeting.
- The worse things with social media is not to do anything.
- Let Jamal go and do his thing, just unleash him to go out and take pictures.

- Brain talked about the different things that people focus on: Example " Black folks don't like Si-fi:
- Continue to create the strategy for social media, befriend all of these groups.
- Multiple administrators, set up to post information.

Nedra Sims:

"Social Media strategy organic, but more in the moment"

Comments – Branding (video, general)

Gamal Cole

"What experience am I going to have?" Get people excited about the brand – what does Chatham mean to you?

- What are the historical landmarks in Chatham?
- Who are the Alderman?
- Welcoming Video, Make it 5 links tops in my experience.
- Chatham is a state of mind, there are 77 communities 200 different neighborhoods
- Make a shirt for the brand
- Go to different locations and ask what Chatham means to you
- Talk to people about why they live in Chatham
- I can give someone a T-shirt that has Eugene Sawyer on it and talk about what Chatham means to them.

Nedra Sims:

- Everyone looks at Chatham instead of e.g. – Greater Grand Crossing it should all be inclusive
- Working Group to put together what the snippets are
- Landmarks, snippets of the visuals
- Have a committee that comes together to put a plan in place. At the end of the day it's about "Millennials"
- People can by apparel
- Allyson, Ava and Jamal are likely suspects to create a focus group of (30 year olds)

Eiran Feldman:

"What experience am I going to have?"

- Neighborhoods need to be throughout, chart out what you want to do
- What are the priorities, what is the connect on the website and to social media? Do you want to start featuring landmarks?
- Wikipedia launched here. We need to update Chatham on Wikipedia

Sally Armbruster:

> *"Is there someone we know who is connected to the "30 something" group that lives in the Chatham community to create a focus group?"*

- Neighborhoods need to be throughout, chart out what you want to do
- What are the priorities, what is the connect on the website and to social media? Do you want to start featuring landmarks?

Wynona Redmond:

> *"At the end of the day you want to make certain there is a solid platform and placeholders. You have the perfect mix, so you have to have a road map. Someone speaking to all the lanes. If your goal is to get more residents to drive people to Chatham"*

- When we start to link professionals you what to start building in a fee
- As good as it is the website is an elaborate brochure.

Nicole Bridges:

- Start somewhere, begin with the post and sort things out there and see what works and what does not work. We can post all of the things that are going on. Once you have content and its consistent. (for example, we can speak to food on Monday, Real Estate on Tuesday, etc. Hashtags need to be consistent.

General Conversation

Nedra Sims:

> *"How do we change our systems? People don't buy in the area. People are not out and they don't buy on the strip. When people don't buy, our businesses go out of business. Start a campaign for people who want to buy in Greater Chatham. Get a commitment that you would spend a $$ amount in the community every month.*

- We want people to buy in stores so people can buy in the community and get an infusion of dollars in.
- You can look at package so the month

Eiran Feldman:

> *"Like a cooperative?"*

- Add a tab on the website – **"SHOP LOCAL"**
- Another variation on the co-op like Groupon. We can do a coupon and we will help push it out.

Ava St. Clair:

> *"Come to Fashion or Clothes"*

- Ava has sketched out an idea for this.

Nedra Sims:

"We want to have an infinity group for retailers"

Ava St. Clair:

"Start with a discount and roll it over."

Allyson Scrutchens:

"Shop South Shore campaign – ask businesses what they want to do. It is not successful if you don't have community involvement. You have to do mailers for it to work."

Nicole Bridges:

"In Hyde Park, every third Thursday you get 15% off. This brought in a lot of traffic. Try to get businesses involved to get this going. In Hyde Park, they did a coupon book. You ask the business what they want to do."

Events/Ideas:

Neighborworks – Saturday June 3rd NHS Annual event – cleanup event Huge Block Party

Bike Ride is July 22nd

Parking Day – Wicker Park.

Chatham Community has a garden walk in the summer

Calendar of Community events –

Garden walk. People take pride in their communities.

Meeting Close: 11:34 pm.