

**MARION COUNTY LITTER TASK FORCE
MARKETING COMMITTEE MEETING NOTES
October 14, 2021**

The Marketing Committee held a public meeting on October 14, 2021 at the Parks & Recreation office.

COMMITTEE MEMBERS PRESENT

Antoinette "Tony" Davis, Chair
Sam McConnell
Gerald Lourenco
Tom Schmitz
Tito Comas
Jim Couillard, Staff member

COUNCIL MEMBERS ABSENT

Mike Bresnahan

OTHER ATTENDEES

Beth McCall, Task Force Chair
Lacey Larramore, Task Force Staff Representative
Joe Reichel
Russell Ward, Assistant County Attorney

CALL TO ORDER

The meeting began at 2:05 pm at the Parks & Recreation office.

MEETING NOTES

- Committee Chair discussed the duties of this committee as charge by the Task Force.
- Discussion on Brand Identity with Slogan/Theme being a major topic. See following page for ideas on a Slogan/Theme.
- The group agreed that every member would come up with a short list (three or four), either picking from the proposed ideas, or developing additional ones, for the next Committee meeting. The group will then agree on two to three proposed slogans to be presented back to the Task Force meeting on November 1, 2021.
- General discussion on who our target audience is and how to reach out to them.
- Ideas on different social media platforms were shared (Facebook for older members of the community, and platforms like Instagram, TikTok and Snapchat for younger members).
- Getting to the 18-35-year-old demographic is essential for our overall efforts.
- Beth McCall reiterated the process we are following as a committee; our goal is to contribute to an overall plan which the Task Force will present to the Board of County Commissioners who have the ultimate decision on how/if the plan is implemented.
- Discussion on logos and mascots development ensued.
- Group agreed with staff recommendations that a slogan/theme be created first and then focus on logos and mascots.
- Lacey gave the group a quick history on the "trash panda" logo.

- Group agreed that this entire process is about creating social and behavioral change in the community.
- A short discussion about signs also took place with the group agreeing that signs will be a topic for another meeting.

Proposed Slogan List

The proposed list has been broken down into three categories related to each of the messages implied in the slogans:

Pride

Keep Marion Beautiful
 Take Pride in Our Marion
 Litter Free Marion is a Happy Place
 Marion's Reputation is Spotless
 Give a Hoot...Don't Pollute
 Have A Clean Future

Pleasure

Marion is No Place to Litter
 Make the Right Choice...Don't Litter
 Keep Us Clean...Don't Litter
 Put Litter in its Place...Not Our Place
 Want Cultural Couth???Don't Litter
 Does Your Happy Place Have Litter?
 Can It!
 You Can!
 Just Can It!

Punishment

Don't be a Litterbug
 Put Litter in its Place
 Don't Mess with Marion
 Marion Litterbugs Stink
 Don't be Trashy
 If You Litter, It Will Be Bitter
 Every Litter Bit Hurts
 Littering Can Be Fine! Up to \$10,000
 Littering is Trashy
 Marion Can't Afford to be Trashy
 You Think We Like Picking Up After You?

NEXT MEETING

Next meeting is scheduled for Thursday, October 28, 2021 at 2:30 pm in the Parks & Recreation conference room.

Meeting ended at 3:15 pm

Notes generated by Jim Couillard