

**MARION COUNTY LITTER TASK FORCE  
MARKETING COMMITTEE MEETING NOTES  
November 18, 2021**

The Marketing Committee held a public meeting on November 18, 2021 at the Parks & Recreation office.

**COMMITTEE MEMBERS PRESENT**

Antoinette “Tonee” Davis, Chair  
Sam McConnell  
Gerald Lourenco  
Tom Schmitz  
Jim Couillard, Staff member

**COUNCIL MEMBERS ABSENT**

Mike Bresnahan  
Tito Comas

**OTHER ATTENDEES**

Russell Ward, Assistant County Attorney

**CALL TO ORDER**

The meeting began at 2:00pm.

**MEETING NOTES**

- Tonee updated the Committee on the outcome of the larger Task Force Committee meeting.
- The Marketing Committee is to word on developing a draft scope of services which will be provided to Marion County Public Relations in the crafting of a Request for Proposals (RFP) to hire a marketing firm.
- The Committee discussed some ideas that may be included in the scope including social media, give-aways, branding opportunities, etc.
- The Committee continued to discuss the Brand Identity tasks:
  - Slogan/Theme: No Horsin’ Around
  - Logo: “Marion” the horse and the sidekick Raccoon
  - Mascot: “Marion” the horse
  - Story
    - What is the Mission: For people to take ownership, people to take action, appeal to all age groups.
    - Sam provided his call for action: Out Time, Our Place
    - How do we tell our message: through all channels, using spokespeople and representatives that will attract the attention of the entire community.
    - What is the call to action: Clean up our community. Take charge of the appeal of our community.
    - What do we want from our citizens: To stop littering. To take pride in our community.
    - Where do we want our purpose to be told: County-wide first; focus on the problem areas and communities; along roads where litter is always a problem.
    - Who do we want to tell: everyone!
    - When should we start our campaign: now.
    - Who should write and tell our message: this task force with help from

community leaders and appealing representatives.

- Pertaining to the RFP, Jim volunteered to prepare a DRAFT scope of services for the Committee to discuss at the next Committee meeting.

### **NEXT MEETINGS**

Next Committee meeting is scheduled for Thursday, December 2, 2021 at 2:00pm in the Parks & Recreation conference room.

Meeting was ended at 3:15pm

Notes generated by Jim Couillard