

**Portage County Bicentennial Committee**  
**April 12, 2006**  
*Minutes*

**Attendance**

Meeting was called to order at 6:00 p.m.

Present: Portage County-Kerry Macomber; Cities of Aurora-George Horvat, Ravenna-Nina Stemple, Tallmadge-Sharon Alexander; Townships of Atwater-Sarah Richards and Steve Georges, Deerfield-Bill Westover, Edinburg-Diane Austin, Franklin-Delores Durbin, Freedom-Sallie Hubeny, Mantua-Mark Hall, Nelson-David Finney, Palmyra-Sam Vechter, Ravenna-Wayne Enders, Rootstown- Shirley Riemenschneider, and Suffield-Ginger Sayre; Villages of Brady Lake-Marianne Hayes, Garrettsville-Teri Eiermann, Hiram-Gery Henkels, Sugar Bush Knolls-Jim Beal, Windham-Jodi Minotti

Excused Absence: Mark Cheplowitz, Chair; Townships of Randolph and Shalersville

Unrepresented: Cities of Kent and Streetsboro; Townships of Brimfield, Charlestown, Hiram, Paris, and Windham; Villages of Mantua and Mogadore

**Approval of Minutes**

Approval of the March 8, 2006, minutes was moved by Mr. Horvat; seconded by Mr. Enders. Upon verbal vote, motion passed unanimously.

**Historical Committee Report**

Mr. Enders reported that in March he attended meetings of the Kent Civil War Society, the Portage County Kiwanis Club and the Portage County Historical Society where he discussed the Portage County Bicentennial and the need for volunteers.

Mrs. Riemenschneider met with Mr. Carlson of the Portage County Historical Society and he has agreed to get feedback from the other historical societies on points of interest they would like included in the historical play or the traveling kiosk (road show). This information could also be used to identify an appropriate brand, logo or slogan. Mr. Enders will meet with the Portage County Historical Society on April 19, 2006.

Mr. Enders has begun a timeline of Portage County paralleling national events during 1770 -1899. He has asked Committee members to supply him with significant events or information as it pertains to their communities, and specifically needs 20<sup>th</sup> century information.

### **Draft Request for Proposal (RFP)**

Ms. Eiermann presented a second draft of the RFP for entertainment venues, services and merchandise. The Committee suggested the following changes:

- Page 3 - Events and Highlights: change “Memorial Park” Historical Pilgrimage to read “Cemetery” Historical Pilgrimage. Also, Ms. Sayre suggested a self-drive tour of the County’s cemeteries developed from the names and locations provided by each community.
- Page 3 - Services Needed – change the wording “among and within our County” to “among and available to our County” to not eliminate outside vendors that have an established relationship with the County.

Ms. Eiermann will make these changes and forward the RFP to Ms. Macomber, who will ask for input from the Portage County Director of Internal Services before forwarding it to the Board of Commissioners for consideration. Once the RFP is approved, a Legal Notice will be prepared. Both of these items will then be posted on the County’s website.

### **Branding**

Ms. Macomber distributed information on basic definitions: advertising, marketing, promotion, public relations and publicity, and sales. As noted at the last meeting, the Committee needs to decide on an advertising identity for the bicentennial. Name recognition will build interest and excitement while also building sponsorship possibilities. Ms. Macomber reported that she has contacted several local advertising companies and they have expressed interest in working on this project. These firms are Diversa Advertising, Impact Marketing Solutions, and Creative Services.

It was noted that Mr. Cram has forwarded the RFP for Soliciting Public Relation Firms for the Bicentennial and this document will be forwarded as an attachment with the minutes for the Committee’s review. Comments and discussion on the RFP will take place at the May 10, 2006, meeting.

Mrs. Riemenschneider presented:

- a logo depicting the words “Portage County” in green letters, representing our agricultural background and “200 years” underneath that in yellow. The words are encircled with 30 gold stars representing the 30 political subdivisions that make up Portage County;
- A “Bicentennial Birthday” song that she has written for the county; and

- A survey to be used to garner information and input from each of the County's Historical Societies.

Slogans for consideration included:

- Progress in Motion – Motion in Progress
- Pasture of Progress – Future of Promise
- Portage Pride Countywide
- Celebrate Portage in 2008
- Neighbors Unite and Celebrate 2008
- 200 Years of Moving Progress
- 200 Years of Growth and Progress

The logo design discussion identified the Indian carrying a canoe as the Committee's first choice with a strong recommendation that the Board of Commissioners consider this or an updated rendition of this formerly used logo. The committee's recommendation is based on the logo's familiarity, appropriate symbolism and easily identifiable character. The Committee agreed that Ms. Macomber would present to the Board of Commissioner Mr. Cram's logo designs depicting the Indian, which were submitted at the December 14, 2005 meeting.

#### **May 5, 2006, Geauga Lake**

Teri Eiermann announced the meeting with the Geauga Lake Marketing Department is on Friday, May 5, 2006 at 11:00 a.m. Members will meet at the main entrance to the park. Those interested in attending should contact Teri.

#### **Homework**

Submit two favorite slogans (from above) to Kerry before the May 10, 2006 meeting.

#### **Next Meeting – Back to Sue Hetrick Building**

The next meeting will be Wednesday, May 10, 2006, at 6:00 p.m. at the Coleman Professional Services Sue Hetrick Building, 3922 Lovers Lane (aka Loomis Pkwy), Ravenna OH 44266.

#### **Adjournment**

Meeting adjourned at 7:05 p.m.

Respectfully submitted,  
Kerry Macomber