

MINUTES  
Moline Park & Recreation Board  
Marketing Committee  
Wednesday January 11, 2012



**PRESENT:**

Yvonne Brolander, Parks Secretary  
Laura Duran, Parks Recreation Director  
Nichole Fisher, Park Board Member  
Scott Lund, Recreation Programmer I  
Dan McNeil, Park Board Member  
Scott Raes, Alderman  
Todd Slater, Cemetery Manager  
Lori Wilson, Recreation Programmer II

Dan McNeil led the meeting to gather information for a comprehensive Marketing Plan for the Parks and Recreation Department.

Discussion included:

**What are our goals?**

To maintain our success in reaching program participants  
To build brand for our parks  
Promote each Park  
To increase awareness for everything Parks does

**Who is our audience?**

Programs - Residents of Moline and East Moline  
Parks - Residents and visitors to Moline  
Cemeteries- Current and past residents of Moline  
All ages  
Families  
Pre-school, Middle school  
Active adults  
Little League  
Recreational sports interest. Sport as an introduction. Not club level.

**How do we reach our audience?**

Moline Parks and Rec Guide mailed 3X a year.  
Newspaper ads – 2X a week?  
Post cards and mailings to past program participants.  
Facebook. Other social media?  
Value Pak  
TV ads

**What are our obstacles and challenges?**

Increasing number of organizations programming sports and rec. e.g. YMCA, Library, Club sports

Duplication in programming from other organizations

City budget

Time

**Who are our partners and prospective partners?**

Public Works, Library, and other city departments

Soccer, softball, baseball, and other leagues

**What is our message?**

Diverse offerings. Something for everyone.

Outstanding programs. Available and Accessible.

Great Parks. Destinations and opportunities for families to be active and healthy

**Opportunities**

Increase image (photos) stock for promotional materials

Increase communications, planning, and programming with other organizations

More signage

Wrapped vehicle

**Other**

Improve Coolidge School arrangement. Is there a more feasible option?

Next meeting is scheduled for Wednesday, February 8, 2012 at 9:00am at the Public Works Conference Room.