

# Councilman Bower Open House

## March 2018

**Goal:** Host an open house meeting for District 4 Councilman Jason Bower, and advertise the details of the meeting to allow residents, particularly District 4 residents, the opportunity to attend the open house and get updates on Town news.

**Audiences:** District 4 residents/business owners

**Key Messages:**

- Get to know your Councilmember Jason Bower
- This open house will give the public the opportunity to meet with Councilman Bower. Residents/business owners will have the opportunity to ask questions of the Councilman and get updates on Town news directly from staff.

**Key Dates:**

Open House on Thursday, April 19

5:30-7:30 p.m.

Festival Park (The Police Courtroom will be the backup locations in case of weather)

**Tactics:**

Tactic	Assigned To	Due Date
<b>Printed Materials</b>		
Town Talk April (Calendar)	KerriAnne	March 30
Postcard	KerriAnne	To printer March 27-28 To post office April 2
News release	KerriAnne	March 26-29 / DONE
Poster	KerriAnne/Nick	March 29
<b>Electronic and Social Media</b>		
CRgov.com Calendar item	KerriAnne	March 26
News Release distribution	KerriAnne	March 26-29 DONE
Town Hall LED	KerriAnne to coordinate with CJ	March 26
VMS Boards	Caroline	April 16-19
CivicSend Email	KerriAnne	April 2
Facebook Calendar Item	KerriAnne	March 29
Nextdoor Calendar Item	KerriAnne	March 29
<b>Graphics</b>		
News Release icon	Nick/KerriAnne	March 29 / DONE
Social Media icon	Nick/KerriAnne	March 29
CivicSend Banner	Nick	April 2
Social Media posts (Facebook/Twitter)	KerriAnne	March 27 April 5 April 12 April 16 April 18
Social Media posts (Nextdoor)	KerriAnne	March 27 April 5 April 12 April 18
Facebook Event graphic	Nick/KerriAnne	March 29

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Open House needs		
Display boards	Karen/Caroline and Directors	April 9
Directional Signs	Carrie	April 17
Sign-in sheet	Carrie/KerriAnne	April 17
Feedback forms	Karen/KerriAnne	April 17

## Logistics (Karen/CJ):

- Book Courtroom at Police
- Parks trailer – tables and chairs
- Food
- Staff food
- Fire truck for kids to explore
- Easels, clipboards and feedback boxes

## Measuring success:

Count number of forms submitted and people at open house.