

**Visitor Readiness Taskforce Meeting of Subcommittees Meeting  
April 14, 2008, 9 AM  
Liberty Inn**

*Event Marketing & Destination Promotion Update*

First 45 day goals:

- **Adopt Brand Platform & Destination Promise:**  
We are. When looking at a potential brochure layout and working with Peter Zahn and the Cultural Historical committee on trail maps, we can see that we have a platform to stand on and a fulfilling promise.
  
- **Adopt Verbal Identity Including a Themeline:**  
“Welcoming for 5,000 Years” coupled with “Take a Walk Thru History”
  
- **Establish organization and responsibilities to manage the brand, events and recommendations:**  
This subcommittee is trying to hire a coordinator to help accomplish this goal and others. Long term planning for this position is needed.

**Two items the entire Taskforce needs to work on/discuss:**

1. Decide actions in regard to visual identity
2. Ensure broad community understanding and support for the strategy.

The Event marketing subcommittee recognized that there is an educational element to our Themeline. The community needs to understand its history just as much as those on the taskforce, and potential visitors. One suggestion was to invite the Nisqually Tribe to a Community Story Telling time at Chloe Clark, to help educate the public about the history of our community. This would require a formal invitation from the Mayor as they are a sovereign nation.

- Possible Historic Middens idea (display at Oregon Zoo).