


SASY Communications Report
July 11th Meeting

The committee met on July 8th. Members present: Betty, Catherine, Brad K., Gary

Notes from the meeting; action steps; discussion points.

1. SASYNA Window Decals – to help promote SASY at neighborhood businesses.
 - a. As directed at the last council meeting Brad Kuse has taken steps to explore options to design and purchase window cling decals, and involve local businesses to display them. We plan to invite area businesses to display a window decal. Brad has created an interactive Google map showing area businesses.
 - i. Tasks to assign: Invite Council members to personally contact business owners based on representation area (at large reps assist). Also contact area churches and non-profit organizations.
 - ii. As part of invitation, solicit detailed contact info and a (fixed size) write up about their place in the community.
 - iii. Add info to SASY database.
 - iv. Create an [interactive Google Map](#) with outline of the SASYNA boundaries and images representing these local businesses.
 - v. Share SASY window clings with local business. Work with WABA to corrdinate.
 - b. Brad has explored range of printing options. Recommendation to go with Badger Graphics to print up first set of Window Decals – *in time for the Atwood Summerfest*.
 - i. Action step: Brad contacting Badger Graphics and plan to use our current SASY logo – with web site address.

 - ii. Include QR code as well.
 - c. Action step: discuss budget for printing decals at July meeting.
2. SASY Sandwich Signs for SASY events
 - a. Brad Hinkfus has built the signs – Yay Brad!
 - b. Action steps: Proceed to paint a color and include SASY logo. Include space on the sign for a changeable event announcement.
 - c. Task: We need a place to store the signs. They are made from wood and not easy to transport. Catherine will ask Goodman Center (again).
 - d. We will also ask Brad at the meeting how big and heavy is it?
3. SASY Info Booth Atwood Fest
 - a. Committee proposal to create a schedule of SASY reps at the booth to chat about special topics.
 - i. Discuss schedule for booth at July meeting.

4. The Communication Committee offers help to publicize the Win/Atwood Corridor Placemaking meetings. Our committee recognizes that work is left to be done to draw the Neighborhood to the meetings scheduled (see below).
 - a. Action steps: discuss working with Win/Atwood Corridor committee at July meeting.
 - i. Brad Kuse offers to create a Template Flyer that can adapted and distributed ahead of meetings.
 - ii. Action step: invite area business to put up Flyers.
 - iii. Brad Kuse will make a template flier that can be adapted for each of the meetings.
 - iv. Plans to go door to door ? Invite the SASY Council reps to help the Win/Atwood Corridor committee.
 - v. The meetings and their locations will be posted on the SASY calendar.
 - vi. Gary Karsh offers to work with Win/Atwood Corridor committee and draft a press release for the local news – State Journal, Isthmus, and check into announcement on WORT.

Six Neighborhood meetings inviting all to help in design focused on placemaking. Will be on the following dates. These are posted on the SASY Calendar.

#1: July 10: Planning Meeting / and Introduction to the Process.

#2: August 14: Yahara River, and Kennedy Point Triangle/ Eastwood open space

#3: Sep 11 Schenk's Corners/Alchemy/Green owl triangle/Winnebago to Union Corners

#4: Oct 9: Monty's triangle, Dunning/Division/Ohio

#5: Nov 13: Atwood Ave., Dunning/Fair Oaks/Olbrich Gardens

#6: Dec. 11: Street Reconstruction and pedestrian/transportation/site amenities, a general tying it all together meeting

5. Suggest ideas for East Side News – article due by August 3rd.
6. Next Committee meeting: September - to be scheduled.