



Focus Group Agenda – May 28th, 2015

- A. Introductions and Q & A
- B. Distribute and discuss timeline format – CVPRD
- C. Master plan – final document
- D. Campaign – distribute timelines for campaign*
- E. Presentation of draft concepts of facility
- F. Open discussions on programming

Community input recommendation – suggestions

Industry standards – revenue producing programs and amenities

***D**

June – August

- Board of Trustees votes to approve ballot language and refer to ballot
 - Campaign plan
 - Budget developed
 - Timelines developed
 - Fundraising Chairman and committeeIdentify potential donors
- Build steering committee – endorsements
 - Endorsements – Brenda Ridgley / Judy / KC Kaufman / Lynelle Neis
- Develop campaign infrastructure
- Develop Logo, website, social media
- Campaign Kick-Off
- Transition speakers bureau to campaign speakers bureau
- Fundraise
- Senior Citizen community

JULY

- Fundraise
- Develop collateral
- Continue to build database of supporters / endorsements and community groups
- Campaign Speakers Bureau and outreach continue
 - Rotary, service groups and clubs
 - Business community

AUGUST

- Fundraise
- Continue to build database of supporters and community groups
- Campaign Speakers bureau and outreach continue
- Mover and shakers mailing
 - Three flights of mail targeted at Carbon Valley movers and shakers
 - Robo call

SEPTEMBER - GOALS

- Win election
- Execute campaign plan
- Fundraise
- Voter contact

September

- Fundraise
- Continue to build database of supporters and community groups
- Campaign Speakers bureau and outreach continue
 - Rotary, services clubs
 - Church groups
 - Business community
 - Senior Citizens community
- Yard signs – 500
- Direct Mail
2 flights
- Social Media
- Canvass
- Automated poll

October

- Fundraise
 - Campaign Speakers Bureau and outreach continue
 - Rotary, services clubs
 - Church groups
 - Business community
 - Senior Citizens community
 - Canvass
 - Direct Mail
3 flights
 - Neighborhood literature drop – volunteer driven
 - Sign waving
- Social Media
Robo calls

NOVEMBER

Election Day! Victory

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Meeting Notes:

1. People thought we would be closing the Frederick location.
2. Build a big enough parking lot for business.
3. What will be the membership fees of the new facility?
4. We need to promote the regional concept.
5. Some think it should be centrally located.
6. Brookfield homes will add 17-K residents. This was NOT included in the Master Plan.
7. Several people have asked how large the track will be.
8. Moms want a place for kids to play and they can drink coffee and Wi-Fi. \$360 a month to do this at Monkey Business.
9. People have asked about batting cages.
10. Several conversations about food, concessions, restaurant, smoothies or coffee. (I suggest a cool food and coffee cart, see attached)
11. Where will the rock climbing wall be located Ross said possibly 2, beginners and advanced on the side of a building.
12. How can we bridge the gap with Dacono and entice them to participate more.
13. Offer a fitness place for unique class options, such as; fitness on demand, body bar or bar classes- look into Orange circuit fitness
14. Arrange the track throughout the facility not around the gym