

Vermont Council on Rural Development  
89 Main Street, Montpelier, Vermont 05601-1384  
Phone: (802) 223-3793 email: ccp@sover.net

## **SAMPLE OUTREACH GROUP AGENDA**

### **Creative Communities Program Outreach Group Agenda**

**Wednesday, April 25th, 2007 - Manchester  
9:00 – 11:00 am**

**\*\*Please Set Spam Filters to Accept E-mails from ccp@sover.net\*\***

#### **Introductions and Overview of Project .....9:00 – 9:15 am**

- Sign-In Sheets
- Review of Creative Communities Program / Creative Economy
- Overview of Outreach Group's Responsibilities
- Overview of Agenda

#### **What Are Key Points for Manchester .....9:15 – 9:30 am**

- What aspects of the creative economy concept will appeal the most to people in Manchester?
- How does it connect to current issues?

#### **Advertising First Public Forum .....9:30– 10:45 am**

The following is a list of different publicity strategies used by other communities. Not every place used every option and there might be more to add that are specific to this community.

- Call Lists – group brainstorm
- Local Organizations- (Arts & Cultural Organizations, School Groups, Rotary, Local Government, Chamber of Commerce, etc.)
  - Announcements in e-mails and newsletters
  - Steering committee members speaking with their own organizations
- Written Invitations
- Shared mailings (eg with town mailings) or letters to organizations' membership
- Newspaper Ads
- Flyers
  - Posted in town
  - Handed out (e.g. in library with books, co-op at register)
- Signs

- Sandwich Board
  - School marquee
- Creative Communities Presentation at Scheduled Meetings (e.g. Rotary meeting, Board meetings for arts organizations) before 1<sup>st</sup> forum.
- Public Access TV
- Radio Shows the Morning of the Event
- Press Releases
  - Local media
  - Places where commuters work
- Community Calendars
- Anything Else?

**Basic Logistics / Wrap Up.....10:45 – 11:00 am**

- Best dates for forums (Volunteers to find places and check dates)
- Food at forum (Volunteer to coordinate food – usually people decide to do a dessert with Outreach Group members contributing favorite dishes)
- Review of tasks