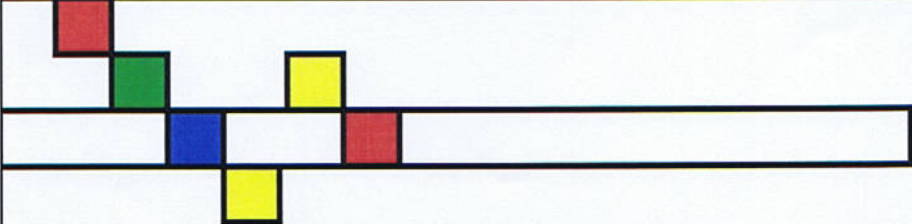


**Hamilton County Leadership Academy  
December 11, 2003  
"Quality of Life" Project Group**


Jenny Banks, Kathy Birk, Lone Callahan, Steve Geisler, Joenne Pope

Our group will be meeting with Mr. Coomer, editor of *The Daily Times*. The meeting is scheduled for December 18, 2003.

Attached is the information that we will be presenting to Mr. Coomer.



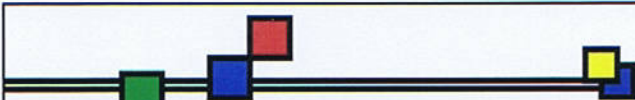
# Explore Your County



Hamilton County Leadership Academy


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12/10/2003



## Goal

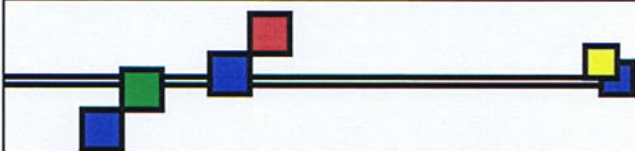
- To create a publication to promote the Arts & Leisure opportunities that are important to the quality of life for Hamilton County residents.



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12/10/2003



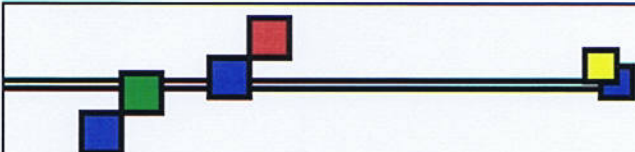
## Objectives

- To promote the diverse leisure and recreational opportunities available to the residents of Hamilton County.
- To demonstrate that families do not need to leave their "backyard" to have a quality experience.
- Hamilton County is more than a bedroom community. Residents need to be made aware of the benefits of living in a progressive growing county.

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12/10/2003



## Benefits to *The Daily Times*

- The community would view *The Daily Times* as committed to improving quality of life in Hamilton County.
- *The Daily Times* could increase readership by including subscription information.
- *The Daily Times* would have help in acquiring the information for the publication.
- *The Daily Times* would be linked on area agencies web pages to view publication.

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12/10/2003



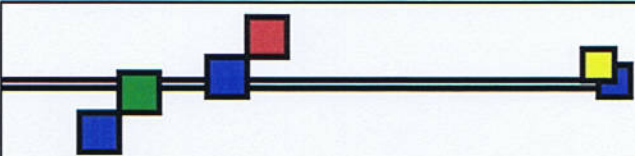
## Publication Categories

- The publication will be divided into different arts & leisure categories.
  - Theater Groups
  - Museums
  - Golf Courses
  - Parks
  - Sports
  - Entertainment Venues
  - Libraries

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12/10/2003



## Distribution

- Residents of Hamilton County through *The Daily Times*.
- Chamber of Commerce's
- Realtors
- Parks Department Offices
- Libraries
- Hospitals-Riverview, St. Vincent
- Government offices/complexes

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12/10/2003



## Questions/Concerns

- Format- size of paper, space, type insert
- Costs/Budget
- Ad sales -Staff and/or HCLA members
- Deadlines
- Pictures
- Areas missing- Churches, private/clubs

To: Susan Jennings, Hamilton County Leadership Academy  
From: Jenny Banks, Kathy Birk, Steve Geisler, Joenne Pope, Lone Callahan  
Date: October 9, 2003  
RE: Quality of Life - Project Update

Our group is still in the process of gathering information and has yet to narrow down what we would like to focus on. Most importantly, we need to consider what we think is critical to the quality of life in Hamilton County. We have contacted Hamilton County's Chamber of Commerce, the Visitors Bureau, recreation internet sites etc. We are considering the following ideas:

- Produce a county wide park guide and submit to the chambers, realtors and relocation specialists. Each area has their own parks guide and we could put together one complete listing of all the parks and future parks. The information piece would cover parks and green spaces in the community, including playgrounds, libraries, schools and sports clubs.
- Research plans for developing and maintaining parks and green areas in Hamilton County. Al Patterson with the Hamilton County Parks could be used as a resource for information
- Research the needs for a listing/brochure of all the arts groups in the county.

At our next meeting, our goal is to determine what we want our objective to be and then narrow down our research.

**Hamilton County Leadership Academy**  
**"Quality of Life" Project Group**

**November 6, 2003**

Jenny Banks, Kathy Birk, Lone Callahan, Steve Geisler, Joenne Pope

Project Objective: To create a publication to promote the Arts & Leisure opportunities that are important for the quality of life for Hamilton County residents.

Distribution Plan:

Residents of Hamilton County through a local newspaper  
Chamber of Commerce's  
Realtors  
Parks Department Offices  
Libraries  
Town/City offices  
Riverview Hospital

Publication Categories:

The publication will be divided into different arts & leisure categories.  
Theater Groups  
Museums  
Golf Courses  
Parks  
Sports  
Entertainment Venues

Funding: We propose that the newspaper will sell advertising

Tentative Timeline:

This includes all project meetings and deadlines.  
September 25 - lunch meeting  
October 9 - lunch meeting  
November 6 - 4:30 p.m. - Fishers Chamber Office  
November 7 - December - meeting with Topics and Noblesville Daily Times newspapers  
November 13 - lunch meeting  
November 27 - 4:30 p.m. - TBD  
December 11 - lunch meeting  
January 8 - lunch meeting  
January 22 - 4:30 p.m. - TBD  
February 12 - lunch meeting  
February 26 - 4:30 p.m. - TBD  
March 11 - lunch meeting  
March 25 - 4:30 p.m. - TBD  
April 15 - lunch meeting  
April 29 - 4:30 p.m.  
May 13 - lunch meeting  
May - newspaper publication date

**Hamilton County Leadership Academy  
"Quality of Life" Project Group**

**January 8, 2004**

Jenny Banks, Kathy Birk, Lone Callahan, Steve Geisler, Joenne Pope

Project Objective: To create a publication to promote the Arts & Leisure opportunities that are important for the quality of life for Hamilton County residents.

On December 18, a meeting was held with the Noblesville Daily Times regarding the feasibility of a publication to promote the recreation opportunities in Hamilton County. After a lengthy discussion it was suggested that a 15-20 page Tabloid style publication would best work for our distribution. They offered to assist us in getting the publication printed and distributed to all of their readership. Our responsibility would be to collection the information, ad sales, photos, stories, and some layout design. The cost for this type of publication would be roughly about \$3,000.

After discussion with group members it was decided that we would like to explore a website publication instead of a printed piece. We feel that this may be more cost effective. We would plan to sell sponsorships for as low as \$25. The costs we would incur would be roughly \$400 for the website and domain name for 3 years.

The group plans to meet at lunch on the day of our January meeting to determine which direction we would like to go with our project.

Sign In : Registration : Confirmation : **Billing** : Thank You

Complete sections 1 - 4 and click **Place Your Order** to complete your purchase.  
**The credit card that you have on file from your last purchase with Register.com is EXPIRED.**  
**your new Billing Contact Information**

**1** Register.com Products What do I get with my W

Register.com Products	Select Terms	Price
hamiltoncountyrecreation.com	3 years: <u>\$95.00</u> (10% off regular price)	<del>\$95.00</del>
WebSiteNOW! for hamiltoncountyrecreation.com	20 pg. Site -3 yrs <u>\$268.20</u> (Best Value: 18 months free)	<del>\$268.20</del>
<b>\$ 363.20</b> ← Total Price:		<del>\$363.20</del>

**Invitation Code**  
If you have an invitation code, enter it in the box to the right to redeem it during this transaction

## 2 Billing Information

### Credit Card Information

All credit card information is transferred via a SECURE server.

Credit Card Type:  American Express    VISA

Expiration Date: Date  Year

Card Number:

Credit Card ID Number:   No, I do not have a Credit Card ID Number on my card.

### Credit Card Holder Information

All credit card holder information must exactly match what appears on the credit card statemer

First Name:

Last Name:

Email: \*

Reconfirm Email: \*

Phone:

\*You must supply Register.com with a valid that is checked often so that we have a way you with domain name renewal notices and essential communications about your accour don't receive our notifications, you may acci your name! Check our Privacy Policy for mo

**Hamilton County Leadership Academy  
"Quality of Life" Project Group**

**February 12, 2004**

Jenny Banks, Kathy Birk, Lone Callahan, Steve Geisler, Joenne Pope

Project Objective: To create a publication to promote the Arts & Leisure opportunities that are important for the quality of life for Hamilton County residents.

Originally the Quality of Life project was going to be a print publication. The group is having a hard time trying to get support from media sources.

We are exploring the possibility of partnering with HAMPAs, Hamilton County Parks Association. They currently have a web site and it needs updating and marketing. We are arranging a meeting with their web site designer to determine the best way to tackle the project.

The groups will purchase another domain name and link with the HAMPAs page. The web site will include libraries, parks, movie theaters and other safe family activities throughout the county. It will be done in a "timeless" format focusing on contacts and locations.

**Hamilton County Leadership Academy  
"Quality of Life" Project Group**

**March 10, 2004**

Jenny Banks, Kathy Birk, Lone Callahan, Steve Geisler, Joenne Pope

Project Objective: To create a publication to promote the Arts & Leisure opportunities that are important for the quality of life for Hamilton County residents.

- Phone conference meeting on 3/4/04 to map out the next step.
- Lone and Joenne will meet with HAMPAs committee on 3/21/04 to discuss the opportunity to partner and improve existing web page.
- Contacted Sherry, the HAMPAs webmaster, on 3/2/04 to determine method of adding information and deadlines.
- Researching to determine purchasing additional domain name(s).