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## **Promotions and Public Relations Committee**

**August 13, 2020**

The Promotions and Public Relations Committee of Wheeling City Council met on the above date at 1:00 p.m. in 3<sup>RD</sup> floor conference room. Committee members present: Chair Thorngate, Vice Chair Ketchum, and Member Sklavounakis. Others present: Mayor Elliott, City Manager Robert Herron, Marketing and Community Relations Michele Rejonis, and City Clerk Brenda J. Delbert.

The following matters were discussed:

### **Discussion on Naming of the OVMC complex**

Ms. Rejonis reviews the ongoing process of marketing the former OVMC campus. The current objective is to rename the campus and develop an online strategy to market to various outside agencies. The goal is to get the brand and imaging away from hospital, and more toward a wider focus of mixed-use facility. The committee will brainstorm ideas and reconvene as necessary.

### **Discussion on Remote Workers Campaign**

Mr. Thorngate wanted to discuss ways to capitalize on those individuals who are working from home due to COVID-19. Residents in major cities can find home in Wheeling while still working remote in their current positions. Ms. Rejonis will look into ways to possibly advertise in the Wall Street Journal, and potentially other media avenues.

There being no further business to come before the Committee, Mr. Sklavounakis, seconded by Mr. Thorngate, moved to adjourn. Time: 1:40 p.m.