

Minutes of the Special Price City Council Workshop
City Hall: Room 106
January 15, 2014- 4 p.m.

Present:

Mayor Joe Piccolo

Councilmembers:

Layne Miller

Kathy Hanna-Smith

Miles Nelson

Present: Rick Shaw, Laurie Tryon, Nick Tatton, John Daniels, Kevin Drolc, Bill Barnes,
Jenni Fasselin, Ann Evans, Elaine Bowman and Corbin Gordon

Excused: Councilmember Clausing and Councilmember Davis

1. Workshop:

Play Unplugged, presented by Corbin Gordon

Mr. Corbin Gordon of Play Unplugged gave a recap of the program similar to the presentation held at a previous City Council meeting.

The following details apply to the program:

- City's cost is \$3500 for the licensing agreement.
- List of activities for tags to be ready by Feb. 1, 2014.
- Sun Advocate employees will approach businesses in the City and the Carbon County with the program details.
- All businesses should be signed up for the program by March 31, 2014.
- End of April 2014- 20 minute assembly in schools to introduce the program to kids ages 6-12 and provide a magazine and lanyard.
- Tags are \$500 for businesses to purchase with a 250 minimum order for the second order at .50 per tag. 14 days' notice for tag orders is necessary.
- Program will begin Memorial Day weekend.
- Website is weplayunplugged.com. Price City will have their own link and businesses can become sponsors online.
- Businesses need to match up the tag that they want to sponsor with their choice of exposure and traffic to their business. Tags will be shipped to the business address. Tags cannot be sold for a profit.
- Incentive for kids to participate: collective, activity increase, family time doing activities, tags can be turned in for prizes, learn about the community, fun, get them out of the house and away from electronic devices.
- There are only two or three printing places that can produce this type of tag. Tags are dated and shaped different each year.
- Magazine will be printed by the Sun Advocate and placed in the Leisure section of the newspaper.
- A group will meet to design tags on January 28, 2014 at 10 a.m. in Room 106 at City Hall.

Meeting adjourned at 5 p.m.

APPROVED:

ATTEST:

Joe L. Piccolo, Mayor

Laurie Tryon, City Recorder