

## Ignite Task Force Meeting Notes

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Meeting Date: February 12, 2008

*Attendees: Kirk Chapman, Staci Dillard, Clarke Smith, Thomas Schipper, Shontavia Jackson, Brock Koonce*

### Mission / Vision

Below are some ideas for a mission or a vision for IGNITE.

- *Ignite seeks to engage and retain Young Greenville in becoming involved in the growth of our community.*
- *Ignite serves as a resource of information about multiple forums that appeal to Young Greenville and their interests.*
- *Our goal is to encourage and assist Young Greenville to identify and contribute information of interest in an effort to facilitate more involvement in the evolving cultural opportunities in Greenville.*

The group discussed how necessary these statements will be in moving forward. Group decided that we can work over the next 6 months or so in refining our focus and goals.

### Discussion

Group also discussed the need to be able to move forward as a cohesive entity. We have moved from a leading/doing model to more of an informational sharing model for the time being. This would mean that the group would be more Forum based vs. finding a project to do.

#### Forum Based

- Entertainment
- Political
- Human Capital (economic development)

Group talked about focusing on one area so we could concentrate on where we start. Many agreed that the focus should center around the Entertainment arena.

If we focus on Entertainment, what is our next step? What do we need to be doing?

- This group needs to be an advocate for the great things that are happening in Greenville. There are so many events, etc. that IGNITE can help promote them to the young Greenville community.
  - The GREENSTRIPE is a great resource for this, but we need to utilize it. It needs to be the go-to resource for Young Greenville to share happenings / events and learn about what is going on. BUT, it will not work unless people in IGNITE use it.
  - Movie times?
  - Theatre / Cultural happenings in town?
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- IGNITE Blog. Possible tool for sharing information/stories for what's cool in Greenville.

### **Moving Forward**

- In playing an advocacy role we are looking to "Manage the information rather and create it."
- We need to eventually announce ourselves as IGNITE. We need legitimacy in the community as the mouthpiece for Young Greenville.

At some point, we are going to have to go to the community and announce who we are, what our purpose is and where we are going. If you say IGNITE, there needs to be something behind it.

- We need to continue to grow the group dynamic. We need to look at areas where we don't have representation and try to engage those individuals in IGNITE.
- Do we need to have a party to promote TheGreenStripe.com? Everyone in IGNITE would invite 5 people to a party at Greenville Forward to promote TheGreenStripe.com.

### **Continual Homework**

1. **Develop a clear mission for IGNITE** – Jonathon, Thomas, Kirk & Brock  
- Centered on "Engaging and retaining young Greenville through providing channels of information opportunities." (this is not the mission, but a consensus of the group.)
2. **TheGreenStripe Party?** - Explore a GS "Launch" party. Everyone in IGNITE brings 5 people to a party at Greenville Forward where we share TheGreenStripe with everyone. This could help launch the site to a wider audience.  
This could be followed up with promotional materials, etc.

**Next Meeting**  
**Tuesday, March 18<sup>th</sup>, 2008**  
**5:30 – 7:00**  
**Greenville Forward Office**

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