

# NOTES

TO: Honorable Mayor and City Council Members  
FROM: Ann E. Wall, City Manager  
DATE: June 26, 2019  
SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A flyer for the Fire/Rescue Career Fair on Saturday, June 29, 2019 from 9:00 a.m.- 1:00 p.m. at 3375 E. 10<sup>th</sup> Street
2. A memo from Brock Letchworth, Public Information Officer, regarding current City-ECU collaborations

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Attachments



# CAREER FAIR

**Saturday, June 29, 2019**

**9:00 AM–1:00 PM ♦ 3375 E 10th St**

Join us for a fun and informative session on becoming a Firefighter/EMT for Greenville Fire/Rescue. Take a tour of the station, view our specialty equipment, and participate in a Q&A session with Fire/Rescue personnel. Learn about our hiring process from the City of Greenville Human Resources staff. Light refreshments will be available.



*Find yourself in good company®*

## Memorandum

**To:** Ann Wall, City Manager

**From:** Brock Letchworth, Public Information Officer

**Date:** June 26, 2019

**Subject:** City-ECU Collaborations

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The City's Public Information Office has been working closely with various departments from ECU in recent months on several initiatives aimed at raising awareness about Greenville and the university.

Some examples of this work include:

- Collaboration on a variety of videos promoting the City.
- A Greenville Bucket List campaign aimed at educating students and visitors about things to do while in the city.
- A series of pedestrian/crosswalk safety videos that will include Pee Dee the Pirate and be released in the fall.
- Collaboration between the City, ECU, and local businesses to rejuvenate "Paint it Purple" Fridays to include social media promotions, discounts, and signage throughout the city.
- Signage in the city welcoming/congratulating students and families during times such as move-in week or commencement to show unity and support.
- A section in ECU's parent newsletter provided for the City to give updates on City initiatives and upcoming events.
- Sharing of calendars to allow for special event planning during the most heavily visited times.
- A letter from the Mayor to be sent in the fall to all ECU students and staff welcoming them back and highlighting some of Greenville's initiatives.

These are just a few of the initiatives that are currently underway. We also continue to focus on the cross-promotion of City and ECU events and news, and discussions are still ongoing regarding ways in which we can also get promotional materials on campus. Additionally, the spring will offer us some additional opportunities for collaboration.

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