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I wanted to run an idea past the two of you, because it does appear that there would be some fee involved for us to utilize to full potential. I've been discussing with other parks and recreation individuals on how they get their activity guides and make information available to the public. Many of them create, or work with a marketing professional, their materials in either InDesign or Canva and then upload the pdf onto a flipbook platform for easy viewing. Several of our nearby park departments even have the links to these publications embedded into their website so people can easily view and flip through (Brownsburg and Carmel for example).

The three more popular platforms are Issuu, Calameo, and fliphtml5. They all have a free version, but it is very basic. I'm wondering if it might be beneficial to examine one of the platforms and utilize it to upload not only seasonal activity guides (which I hope to examine again for 2021) but also our Park Master Plan, brochure with regards to the dog park, Park outreach and school program guide, rental information, sponsorship opportunities, volunteer brochure....., as well as the Town could utilize it for other department plans, the CAP and the annual reports, etc.

I still feel an email list and constant contact monthly newsletters are important because often information needs to be pushed out that wouldn't have been known about in a seasonal activity guide, but this would be a vibrant addition for the Town and Parks.

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