

## Brooke, Sheryl

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**From:** Roberts, Jody <JRoberts@hudson.oh.us>  
**Sent:** Thursday, May 16, 2019 8:38 AM  
**To:** nora jacobs  
**Cc:** Thomas Fladung  
**Subject:** RE: Available dates for meeting  
**Attachments:** What I saw at the revolution.....xlsx

As a starter for our discussion, I've enclosed a spreadsheet of initial observations of the For and Against sides of the Downtown Phase II campaign. Look forward to seeing you on Tuesday!

Jody Roberts  
Communications Manager  
City of Hudson, Ohio  
[REDACTED]

[jroberts@hudson.oh.us](mailto:jroberts@hudson.oh.us)  
[www.hudson.oh.us](http://www.hudson.oh.us)

**From:** nora jacobs <[REDACTED]>  
**Sent:** Thursday, May 16, 2019 8:25 AM  
**To:** Roberts, Jody <JRoberts@hudson.oh.us>  
**Cc:** Thomas Fladung <[REDACTED]>  
**Subject:** Re: Available dates for meeting

Jody, that will work for us. See you then.

Nora

On Thu, May 16, 2019, 8:15 AM Roberts, Jody <[JRoberts@hudson.oh.us](mailto:JRoberts@hudson.oh.us)> wrote:

Let's do it at 3 p.m. on Tuesday, May 21 at our offices, 115 Executive Parkway, Suite 400.

Jody Roberts  
Communications Manager  
City of Hudson, Ohio  
[REDACTED]

[jroberts@hudson.oh.us](mailto:jroberts@hudson.oh.us)  
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**From:** nora jacobs <[REDACTED]>  
**Sent:** Wednesday, May 15, 2019 3:04 PM  
**To:** Roberts, Jody <[JRoberts@hudson.oh.us](mailto:JRoberts@hudson.oh.us)>  
**Subject:** Re: Available dates for meeting

Jody, we could do Tuesday morning or afternoon, or Wednesday morning. You pick.

Nora

On Wed, May 15, 2019 at 2:55 PM Roberts, Jody <[JRoberts@hudson.oh.us](mailto:JRoberts@hudson.oh.us)> wrote:

Nora,

I checked Jane's schedule, and she and I are available at 8 a.m. or 3 p.m. or later on the following days.

Monday, May 20

Tuesday, May 21

Wednesday, May 22

Thursday, May 23

Let me know what date/time is best for you and Tom. Look forward to meeting with you!

Jody Roberts

Communications Manager

City of Hudson, Ohio

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## What I observed at the (Phase II) Revolution.....

FOR PHASE II	AGAINST PHASE II
"Trust us"	"They can't be trusted!"
Focused on Phase II	Threw in kitchen sink
Stuck to game plan	Evolving game plan
Backed Development partner	Attacked Development partner
Played to ASPIRATIONS	Played to FEARS
Began later	Began earlier
PAC	PAC
Long Name	Memorable Name
Numerous Donors	Large Donor
Spent less	Spent more
Familiar voices	New Voices
Softer voices	Angry Voices
Went "high"	Went "low"
Played Defense	Played Offense
Showed restraint	No restraint
Facts	Fake News
Truth	Not very often!
Played Fair	Made up new rules
Numerous Town Halls/Revisions	
Public Comment speakers	Public Comment speakers
Letters to Editor	Letters to Editor
Mailer to all homes	Flier in mailboxes
Fewer Ads	More Ads
Signs	More Signs
1 sign/yard	2 signs/yard
Renderings on display in town	
	Windshield fliers
	Sign-up sheets in Town
	Knocked on doors
	Threatened Merchants
Made videos	Defaced and re-aired the videos
Social Media missed many	Social Media got their crowd out
Sought endorsements	Went right to voters
Did not get vote out	Got their vote out
Surprised by outcome	Expected the outcome