

RICE LAKE AREA SCHOOL DISTRICT
700 Augusta Street
Rice Lake, WI 54868

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
Board Room at the Board of Education/Administration Office

Monday, October 9, 2017
5:30 p.m.
MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 5:40 p.m.
- II. **Participants:** Present: Randy Drost, Josh Estreen, Abbey Fischer, Scott Falkner, Doug Kucko, Bill Rademaker, Bert Richard
Absent: NA
Others Present: Marty Helgeson
- III. **Statement of Notice Given:** District Administrator Randy Drost announced that notice of the meeting was communicated by public notice as required by 19.84 of WI statutes.
- IV. **Approve meeting minutes from Monday, August 7, 2017 [action]:** Doug Kucko and Abbey Fischer motion to approve the meeting minutes from Monday, August 7, 2017. All present voting yes. Motion approved.
- V. **Facebook/Radio Update-Randy Drost:** Scott Falkner reviewed a draft radio advertisement. In addition, the committee reviewed an outline on a teacher recruitment strategy as prepared by Scott Falkner.
- VI. **Marketing Plan Subcommittee Update-Randy Drost:** The committee reviewed a draft revised Marketing Plan, which now includes additional information on reaching potential employees and employers.
- VII. **Signage Update-Randy Drost:** Randy provided an overview of the status on the signs throughout the district.
 - Ground sign by the tennis courts: The committee briefly reviewed the new ground sign placed near the tennis courts.
 - Sign in the HS gym: The committee also reviewed the new sign in the high school gym.
 - Quotes for sign above Weight Room Doors: The committee reviewed quotes for a new sign to go above the weight room doors at the high school. The majority agreed to look into the Option #3 as quoted by Perfect Image. They also requested to get a quote and specs from Danny at Dynamic Signs Design

for comparison and to find out more about what materials he may use to withstand hail, etc. It was requested we have Brandon at Perfect Image draft something with the “Home of the” language in white instead of gold.

- Outdoor LCD Display: Marty Helgeson reviewed options for an outdoor LCD display. The committee discussed options and costs. There was also concern about limitations due to city ordinances. The committee agreed by consensus that the sign would need to be a minimum of 75”. Marty will check into the cost of a monitor that is approximately 75” as well as the price difference of a vertical sign versus a horizontal sign. In addition, he will check into the costs of running power to the sign. Marty will report back to the committee at their next meeting.

VIII. Other: NA

IX. Next Meeting Date/Time: The next meeting is scheduled for Monday, December 11, 2017, 5:30 p.m. in the Board Room at the Administration Office.

X. Adjourn: Abbey Fischer and Josh Estreen motioned to adjourn the meeting. The meeting was adjourned at 6:41 p.m.

Minutes submitted by Colleen Kinziger.