

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

**BOARD OF EDUCATION**  
**PUBLIC RELATIONS COMMITTEE MEETING**  
**BOE/ADM Office**

**Tuesday, January 12, 2016**

**6:30 p.m.**

**MEETING MINUTES**

- I. **Call to Order:** The meeting was called to order at 6:32 pm
  
- II. **Participants: Present:** Tami Alberg, Larry Brown, Doug Kucko, Bill Rademaker, Seth Rowe, Isabelle Thurston  
**Absent:** Miriam Vavra  
**Others Present:** Jessica de la Cruz, Two Scoops Media
  
- III. **Statement of Notice Given:** Superintendent Larry Brown announced that notice of the meeting was communicated by public notice as required by 19.84 of WI statutes.
  
- IV. **Approve meeting minutes from Tuesday, December 1, 2015 [action]:** Tami Alberg and Seth Rowe motion to approve the meeting minutes from Tuesday, December 1, 2015. All present voting yes. Motion approved.

(Miriam Vavra entered the meeting at 6:33 p.m.)

- V. **Web Team Update-Jessica de la Cruz/Bill Rademaker:** The Web Team Subcommittee met on Thursday, December 17<sup>th</sup>. The team reviewed website designs and overall the committee favored a Responsive Design Site. Bill reviewed what this type of website would look like and Jessica explained more information about this type of website. It would be a classic, simple design. Bill shared that the calendar feature would be easier to use. Bill also shared that the district's contract with Sharp School would start on February 1<sup>st</sup>. The committee will present the website design as well as a final cost with the full board on Monday, January 25<sup>th</sup>.

Bill and Jessica shared that the wire frame process is ready for Sharp School and our current site has been cleaned up.

- VI. **Logo/Rebranding Subcommittee Update-Jessica de la Cruz:** The Logo/Rebranding Subcommittee reviewed a variety of samples for a mascot. Students at Rice Lake High School were asked to provide ideas for a possible new mascot/logo. At their last meeting, the subcommittee narrowed these down to three ideas which were then shared with the BOE Public Relations Committee.

By consensus, the full committee eliminated the image with a sword included. They discussed the idea of having an online site called 99designs.com work on an image or even work with the final two images we have to make them a bit better. They also discussed having our logo/rebranding subcommittee work on fine tuning these images. It was decided that the final two images will go back to the logo/rebranding subcommittee for refining and they will decide as a group what design will be placed on the 99designs.com as well as how much will be

available to spend on this process. The subcommittee will share the final image(s) with the full committee at their next meeting in February.

- VII. Marketing Plan Subcommittee Update-Jessica de la Cruz:** Jessica along with Doug Kucko and Larry Brown reviewed and discussed the SWOT analysis as well as the amount of work needed on the weaknesses shared. The group discussed the idea of using the current funds used for radio advertising to be used towards a designated staff member who could focus mainly on communications and public relations for the district. This person would be an advocate for the district who would focus on maintaining our website, would be readily available for a variety of communications within our district and community, and could maintain our district Facebook page; Twitter account, as well as monitor how advertising funds in the district are working towards improvement in the district. The committee will continue to work on goals for website maintenance next year.
- VIII. Other:** The committee decided information on the new responsive design website will be presented to the full board on Monday, January 25, 2016. They will also provide an update on the final cost of the website development with Sharp School as well as what the timeline looks like for completion.
- IX. Next Meeting:** The next BOE Public Relations Committee meeting is set for Tuesday, February 23, 2016 at 6:30 p.m. in the Board Room at the administration office.
- X. Adjourn:** Miriam Vavra and Bill Rademaker motioned to adjourn the meeting. The meeting was adjourned at 7:25 p.m.

Minutes submitted by Colleen Kinziger.