

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

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
Warrior Conference Room at Rice Lake High School

Thursday, January 12, 2017
5:00 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 5:07 p.m.
- II. **Participants:** Present: Tami Alberg, Randy Drost, Josh Estreen, Doug Kucko, Bill Rademaker, Bert Richard
Absent: Scott Falkner, Isabelle Thurston
Others Present: NA
- III. **Statement of Notice Given:** Superintendent 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 Thursday, November 17, 2016 [action]:** Bill Rademaker and Tami Alberg motion to approve the meeting minutes from Thursday, November 17, 2016. All present voting yes. Motion approved.
- V. **Facebook/Radio Advertisements Update-Scott Falkner:** Randy Drost shared that he met with JT Koser regarding radio advertising for NLRA and presented three advertising options.

The current advertising credit we had will expire at the end of January 2017. The committee asked what the budget is for advertising now that we have used some of the funds for the Technology and Communication Specialist position. By consensus, the committee decided to have Randy talk with JT Koser about what we might be able to get for a \$10,000-\$15,000 package. Bert asked that they also provide us with the campaign value.

- VI. **Signage Update-Randy Drost:** Randy shared that Dave is continuing to work on banners for the high school gym. Randy shared a handout with estimates for signage throughout the district. The estimates were from Perfect Image Sign of Rice Lake, LLC and Dynamic Signs Design.

The consensus of the committee is to order the sign for the south end of the high school and to decide on the remaining signs once they could see how the first sign turned out. There was a request to check with Brad Kisling on what is available for electricity at the south end of the building to allow for lighting. Randy will request additional mock photos of the signage before the committee makes a decision on the remaining signs.

VII. Marketing Plan Subcommittee Update-Randy Drost/Doug Kucko: Randy Drost and Bert Richard shared a draft of a Marketing Plan. Bert shared the importance of having a marketing director or someone to be in charge of overseeing the plan. There was discussion of other options such as the committee or a marketing person to develop an annual schedule of events and possibly having Scott Falkner help implement some of the marketing plan. The group discussed developing a grand list of activities to start the process. Bert will contact a few other school districts to see what they have in place for a marketing plan.

Randy said he will work along with Scott, Bert, and Colleen to develop a few marketing ideas. He shared that a goal is to have a marketing plan in place by next school year.

VIII. Other: NA

IX. Next Meeting Date/Time: The next meeting is scheduled for Thursday, March 2, 2017 at 5:30 p.m. in the Board Room at the Administration Office.

X. Adjourn: Tami Alberg and Doug Kucko motioned to adjourn the meeting. The meeting was adjourned at 6:29 p.m.

Minutes submitted by Colleen Kinziger.