

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

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
BOE/ADM Office

Tuesday, February 23, 2016
6:30 p.m.

REVISED 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, Miriam Vavra
Absent: N/A
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, January 12, 2016 [action]:** Tami Alberg and Isabelle Thurston motion to approve the meeting minutes from Tuesday, January 12, 2016. All present voting yes. Motion approved.
- V. **Web Team Update-Jessica de la Cruz/Bill Rademaker:** Jessica de la Cruz provided an update on the web team. Bill Rademaker continues to work with Sharp School and he shared the preliminary site is to be shared with the group once ready. Bill reviewed the development and structure of the menu which Sharp School is continuing to work on. The rough migration of data from our existing website will be complete in early April if we have everything complete on our end. Training and cleanup of the new site will occur in the months to follow. School Messenger implementation is to begin in March-this is our new mass communications system.
- VI. **Logo/Rebranding Subcommittee Update-Jessica de la Cruz:** Jessica de la Cruz shared a draft logo mascot option. The group continued to discuss their thoughts on the design. They would like to see the "Rice Lake" font to look different as well as the shade of the gold to look more like Rice Lake's color. Eventually, a tag line will be added under the image.

The group felt the next step was to share this design with the full board on March 14th as a first reading.
- VII. **Marketing Plan Subcommittee Update-Jessica de la Cruz:** The group has not met. They plan to meet within the month.
- VIII. **Other:** N/A
- IX. **Next Meeting:** The next BOE Public Relations Committee meeting is scheduled for Tuesday, April 12, 2016 at 6:30 p.m. in the Board Room at the administration office.

- X. **Adjourn:** Miriam Vavra and Tami Alberg motioned to adjourn the meeting. The meeting was adjourned at 7:29 p.m.

Minutes submitted by Colleen Kinziger.