

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

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
BOE/ADM Office

Tuesday, April 12, 2016

6:30 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 6:31 pm
- II. **Participants:** **Present:** Tami Alberg, Larry Brown, Doug Kucko, Bill Rademaker, Miriam Vavra
Absent: Seth Rowe, Isabelle Thurston
Others Present: Jessica de la Cruz, Two Scoops Media; Steve Bowman
- 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, February 23, 2016 [action]:** Miriam Vavra and Tami Alberg motion to approve the meeting minutes from Tuesday, February 23, 2016. All present voting yes. Motion approved. Bill Rademaker requested one revision to V.
- V. **Web Team Update-Jessica de la Cruz/Bill Rademaker:** Bill Rademaker shared a draft of the website as developed by a few staff members. The website has not yet been shared with the Web Team Sub-committee. Jessica de la Cruz shared that the website detail will continue to be edited by the Web Team Sub-committee.
- VI. **Logo/Rebranding Subcommittee Update-Jessica de la Cruz:** The committee viewed a video created by Isabelle Thurston and Seth Rowe which was shared with high school students for an upcoming vote on the district logo. The committee continued in discussion regarding the next steps for the district logo. Larry Brown shared a few concerns from staff regarding the new proposed logos. Steve Bowman shared information on an independent marketing consultant who is a Rice Lake community member and is interested in helping with developing other options for a logo to help make it unique to Rice Lake.

By consensus, the committee agreed to take their time on this decision and asked Larry Brown to develop a press release to send to the local media and community via social media, Chamber newsletter, radio, district website, and Early Bird if possible. This press release will request any logo designs developed by the community for consideration for the district logo vote. The designs are to be submitted in a digital design format to either Jessica de la Cruz or Larry Brown. The deadline to submit these is Friday, April 29, 2016. The logo/rebranding committee will meet on Wednesday, May 4th at 6:00 p.m. to review any designs submitted and to discuss the next steps.

Larry Brown will be talking with the students involved in the development of the current logo options as to the process determined by the committee.

- VII. Marketing Plan Subcommittee Update-Jessica de la Cruz:** The committee hasn't met yet. Jessica will provide the committee with a preliminary draft of a marketing plan to be revised as needed, shared with the board and maintained by the district.
- VIII. Other:** Larry Brown asked the committee for their thoughts on renewing the contract with the current social media consultant Andrea Gribble of Social School 4EDU. The contract would need to be signed by the end of June 2016 and renewed at a cost of \$10,000. The committee discussed talking with a possible local consultant about providing social media services that would be unique to Rice Lake. Larry Brown will set up a time to meet with a local consultant.
- IX. Next Meeting:** The next BOE Public Relations Committee meeting is scheduled for Wednesday, May 18, 2016 at 6:30 p.m. in the Board Room at the administration office.
- In addition, Colleen will send out a meeting invitation for the logo/rebranding subcommittee to meet on Wednesday, May 4, 2016 at 6:00 p.m. in the High School Warrior Conference Room.
- X. Adjourn:** Miriam Vavra and Tami Alberg motioned to adjourn the meeting. The meeting was adjourned at 8:08 p.m.

Minutes submitted by Colleen Kinziger.