

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

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
BOE/ADM Office

Wednesday, May 18, 2016

6:30 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 6:30 p.m.
- II. **Participants: Present:** Tami Alberg, Larry Brown, Doug Kucko, Bill Rademaker, Seth Rowe,
Absent: Bert Richard, 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, April 12, 2016 [action]:** Tami Alberg and Seth Rowe motion to approve the meeting minutes from Tuesday, April 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 meeting and where things are at with the new district website. The group previewed the draft website.

Jessica requested someone at each school be designated to update the website. Larry said it would be discussed at the administrative level. She also recommended a soft launch for late June. This would mean the website would be turned on and we could get feedback as it is shared, regarding the new website.

- VI. **Logo/Rebranding Subcommittee Update-Jessica de la Cruz:** The committee reviewed the voting results for a new school logo. 21% voted for no change at all; 79% voted for a change to the logo. The committee agreed to conduct a second vote of option #2 and option #4 which received the most votes. The logos will be included on a picture of a helmet and apparel.

Jessica de la Cruz asked about whether the committee would still like to see a tagline for the district. She reviewed the process for creating a tagline, which will probably be the responsibility of the Public Relations Committee, as they change every few years. There was also discussion of combining the logo and PR Committee into one committee.

- VII. **Marketing Plan Subcommittee Update-Jessica de la Cruz:** Jessica de la Cruz will be providing a marketing plan template for the Public Relations Committee to review, edit and implement.
- VIII. **Other:** Scott Falkner of *Falkner Social Media* shared information regarding his social media services and costs. Larry Brown will conduct background checks by calling other businesses using *Falkner Social Media*.

- IX. Next Meeting:** The next BOE Public Relations Committee meeting is scheduled for Tuesday, June 7, 2016 at 9:00 a.m. in the Board Room at the administration office.
- X. Adjourn:** Tami Alberg and Joshua Estreen motioned to adjourn the meeting. The meeting was adjourned at 8:08 p.m.

Minutes submitted by Colleen Kinziger.