

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

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
BOE/ADM Office

Tuesday, June 28, 2016

8:30 a.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 8:31 a.m.
- II. **Participants: Present:** Tami Alberg, Larry Brown, Randy Drost, Josh Estreen, Doug Kucko, Bill Rademaker, Bert Richard
Absent: Isabelle Thurston
Others Present: Marty Helgeson, Dave Johnson
- 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, June 7, 2016 [action]:** Tami Alberg and Josh Estreen motion to approve the meeting minutes from Tuesday, June 7, 2016. All present voting yes. Motion approved.
- V. **Logo/Rebranding Subcommittee Update:** Dave Johnson was thanked for his work on designing the new Rice Lake Area School District logo. Dave requested we get the specific colors to him before finalizing the logo. He also offered to help develop standard colors if needed. Randy Drost will contact Chris Olsen of Northwoods Promotions to see what he has on file for colors. Dave said he would need approximately 2-3 weeks to finalize the logo in a few formats and have it ready to distribute to local vendors. He also suggested the district look into a copyright. Randy will contact the district attorney to see about the copyright process. In addition, by consensus the committee agreed to only distribute the logo to local vendors and not to Wal-Mart, Dunham's, or other larger corporations as it could hurt local vendors.

Dave said he would be available to help with developing signs, letterheads or anything incorporating the new logo.

Dave will get a version of the logo to Bill Rademaker to use on the new website to be launched this week. The committee will work to develop a tagline to go with the new logo at an upcoming meeting.

It was requested that we check with the Chronotype to see what they plan to publish regarding the new logo and if they will not be publishing anything, we may need to develop a press release to the community with the new logo.

The committee asked Dave to work with Randy to develop an estimate for his service.

- VI. Update on Social Media Proposal:** Larry Brown shared options for the district to continue on a monthly basis with #SocialSchool4EDU to continue to maintain our social media sites or to have us maintain the sites for the month of July until the next steps are determined. The committee could finalize an agreement with Falkner Social Media or look into a Communications Specialist position. The committee was in favor of sharing the drafted job description of the Communications Specialist with the BOE Finance Committee to determine what might be available for funding the position.

Randy will get a copy of the job description to Patrick Blackaller to place on the July 11th BOE Finance Committee meeting agenda and will ask him to have a breakdown for the committee to review the available funding. This would then be a possible recommendation for the full board at their meeting on Monday, July 18th.

- VII. Summary of Current Advertising Credits:** Larry Brown provided an update on advertisements owed to the district from WJMC/WAQE and asked that Randy continue communications with JT Koser to continue with these advertisements for the 2016-2017 school year. The committee discussed using these funds in the future towards the Communications Specialist position to help coordinate advertising in a way that reaches a more diverse population through social media sites.

- VIII. Web Team Update:** Bill Rademaker reviewed the new district website to be launched this week.

- IX. Marketing Plan Subcommittee Update:** The committee reviewed the Marketing Plan outline provided by Jessica de la Cruz. Larry Brown recommended a couple of committee members look into a Wisconsin Public Relations Association membership where we could obtain additional samples of marketing plans and other correspondence. The committee will continue to develop this plan at an upcoming meeting.

- X. Other:** The committee discussed whether Rice Lake students will continue to participate on the BOE Public Relations Committee. They believed Isabelle Thurston will continue on the committee and asked Randy to communicate with Curt Pacholke on finding a possible replacement for Seth Rowe, who has graduated.

Topics for the next meeting include: RLASD Marketing Plan and the development of a Tagline.

- XI. Next Meeting:** The next BOE Public Relations Committee meeting is scheduled for Thursday, August 4, 2016 at 12:30 p.m. in the Board Room at the administration office.

- XII. Adjourn:** Bert Richard and Tami Alberg motioned to adjourn the meeting. The meeting was adjourned at 10:08 a.m.

Minutes submitted by Colleen Kinziger.