

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

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
BOE/ADM Office

Thursday, August 4, 2016

12:30 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 12:33 p.m.
- II. **Participants:** Present: Tami Alberg, Randy Drost, Josh Estreen, Doug Kucko, Bill Rademaker, Bert Richard
Absent: 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 Tuesday, June 28, 2016 [action]:** Bert Richard and Tami Alberg motion to approve the meeting minutes from Tuesday, June 28, 2016. All present voting yes. Motion approved.
- V. **Update on Social Media Proposal/Communications Specialist Position:** Randy Drost provided an update on the status of the Communication Specialist position. Interviews are scheduled for Friday, August 5th. They hope to make a decision next week.
- VI. **Web Team Update:** Bill Rademaker provided an update on the new website. The group discussed a few minor revisions which include revising the main calendar tab. Bill shared the Northern Lakes Regional Academy page needs to be updated. Also, a mobile application will be designed in late October.
- VII. **Logo/Rebranding Subcommittee Update:** Randy Drost shared information on the copyright process for the new logo. There was a question on whether just the “W” image is covered by copyright law or if it would also include the other language included in the logo? Randy will check with either Dave or the attorney to confirm this. Randy also shared that the district attorney is working on a letter to give the district rights to the new logo.

Randy shared that Dave indicates he has about 28-30 hours into the process and gave the district a 60% discount. The board will be recognizing Dave for his work at the August 22nd board meeting.
- VIII. **Marketing Plan Subcommittee Update:** The committee discussed the process on where to start with projects for implementing the new district logo. The first step was to determine the budget for the PR Committee to work with. The next step will be to develop a timeline. Ideas included: signage near the football field, press box, and concession stand; also in the high school gyms, and the interior/exterior of the high school. The committee will also talk with Booster Club representatives on replacing old signs.

Marty Helgeson joined the meeting and provided an update on electronic signs with software to be installed in the high school. He will look into how the software could work for installing exterior digital signs as well. Marty will work on an estimate for the exterior signs to bring to the BOE Buildings and Grounds Committee meeting in October.

The committee also discussed the possibility of placing signs throughout the community. Randy will talk with Dave Johnson about his interest in helping with a marketing plan. Bert Richard may also be able to help with a marketing plan outline. Randy will contact Main Street Sign Co.; Perfect Image; or Dynamic Designs if needed to help with the signs.

The group agreed at the next meeting they would brainstorm marketing plans. Bert Richard requested Chris Olsen of Northwoods Promotions attend the next meeting to share how Cameron FCCLA students are marketing tee-shirts. He also requested Curt Pacholke be in attendance. A few Booster Club representatives will be invited to the meeting as well.

- IX. WI Public Relations Association Memberships:** This was an item recommended by Larry Brown at the last meeting for the committee to discuss. The committee felt the new Communications and Technology Specialist should have a membership.
- X. Other:** Bert Richard shared how a positive for the district is new Superintendent Randy Drost. We should look into this when marketing.

Randy will contact Curt Pacholke to find a new student representative to replace Seth Rowe on the PR Committee.

(Bert Richard left the meeting at 1:55 p.m.)

- XI. Next Meeting:** The next BOE Public Relations Committee meeting is tentatively scheduled for Monday, August 22, 2016 with a time to be determined once we know the status of working with the signage companies. The meeting will be scheduled and emailed to the committee once we know more on the timeline.
- XII. Adjourn:** Josh Estreen and Tami Alberg motioned to adjourn the meeting. The meeting was adjourned at 1:59 p.m.

Minutes submitted by Colleen Kinziger