

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

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
Board Room at the Board of Education/Administration Office

Monday, August 7, 2017
5:30 p.m.
MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 5:35p.m.
- II. **Participants: Present:** Randy Drost, Josh Estreen, Abbey Fischer, Scott Falkner, Doug Kucko, Bill Rademaker, Bert Richard
Absent: NA
Others Present: NA
- III. **Statement of Notice Given:** District Administrator Randy Drost announced that notice of the meeting was communicated by public notice as required by 19.84 of WI statutes.

Doug Kucko asked that the committee decide on a chairperson. Doug Kucko nominated Bert Richard. By consensus, Bert Richard was approved as the chairperson of the committee.
- IV. **Approve meeting minutes from Thursday, March 2, 2017 [action]:** Doug Kucko and Josh Estreen motion to approve the meeting minutes from Thursday, March 2, 2017. All present voting yes. Motion approved.
- V. **Facebook/Radio Update-Scott Falkner:** Technology and Communication Specialist Scott Falkner provided an update on social media and radio ads. Future radio ads will incorporate former RL graduates and promote the current community connections.

It was requested that Scott provide a social media update to the full board at a future meeting.
- VI. **Signage Update-Randy Drost:** The committee reviewed mock ups and estimates for a sign at the high school entrance near the tennis courts, a sign to go on the high school above the weight room doors, signs on the east and west sides of the high school gym, and a possible sign to go on the exterior wall near the W9 entrance at the high school.
 - **Sign by the Tennis Courts:** The committee reviewed the drawings provided by Danny of Dynamic Sign Designs. The committee decided to request a sign similar to #2, but with pillars similar to sign #3 or take the extra outside leg off of the sign #2 so the posts are not as wide. The sign #2 posts are too wide. Maybe try to

keep the pillars behind the sign more if possible and make them not as wide (Sign #2, with posts like #3-behind the sign). The sign will be ordered so it can be placed in the near future.

- **Weight Room Sign:** The committee reviewed the sample image from Dave. The committee would like to get information on the dimensions of the sign and an estimate of the sign with the “W” logo and without the “W” logo.
- **Announcer Stand Sign:** The committee discussed ideas of what to do with the announcer stand in the high school gym. The consensus was to paint over the old logo for now and maybe just paint the new “W” logo over where the old logo was on the wall and put a skirt around the announcer stand. We will wait on having a sign made until a later time.

If they decide to continue with the sign, we must have Ryan VanLanduyt from Rice Lake Television look it over to make sure there is room for all of the cords and equipment.

- **East Side of Gym:** The committee discussed ideas of what to do with the signage on the east side of the high school gym. The consensus is to place plywood flush with the pillars to cover the glass block. Paint the plywood and then possibly use vinyl for the lettering and logo. Use the logo as shows on the west side photo. There could be a 2x4 behind the plywood attached to the middle ledge to help support it?

- VII. Marketing Plan Subcommittee Update-Randy Drost:** The committee reviewed the revised current Marketing Plan. The committee would like to add information on how we are marketing the district to potential employees. Also, use social media more for marketing the district to attract new staff.
- VIII. Other:** Bill Rademaker shared information on new mobile apps available to help with making online payments and using other communication tools. This will be promoted on social media and the district website.
- IX. Next Meeting Date/Time:** The next meeting is scheduled for Monday, October 9, 2017, 5:30 p.m. in the Board Room at the Administration Office.
- X. Adjourn:** Abbey Fischer and Doug Kucko motioned to adjourn the meeting. The meeting was adjourned at 7:06 p.m.

Minutes submitted by Colleen Kinziger.