

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

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
BOE/ADM Office

Tuesday, September 6, 2016

6:00 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 6:00 p.m.
- II. **Participants:** Present: Tami Alberg, Randy Drost, Josh Estreen, Doug Kucko, Bill Rademaker, Bert Richard
Absent: Isabelle Thurston
Others Present: Angie Beranek, Tim Lipke, Chris Olsen, Curt Pacholke
- 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 Thursday, August 4, 2016 [action]:** Josh Estreen and Tami Alberg motion to approve the meeting minutes from Thursday, August 4, 2016. All present voting yes. Motion approved.
- V. **Logo/Rebranding Subcommittee Update:** Randy Drost shared information on his meeting with Brandon Kahl of Perfect Image and Dave Johnson regarding signage throughout the district. Randy shared ideas of additional signage throughout the district. Dave Johnson agreed to continue helping with artwork that is needed and Brandon agreed to help with bidding and costs for additional signs. Randy asked the committee to think about what their priorities are for replacing and adding additional signs.

The committee agreed they'd like to see signage added either above the concession stand or possibly on the back of the baseball tower as soon as possible. The committee discussed a budget and the process to follow for purchasing new signs. It was agreed they would need to go to the BOE Buildings and Grounds Committee for the larger more expensive signs and possibly through the BOE Finance Committee as well. Randy will work on finding out a cost for adding signs or possibly the 'W' image above the concession stand and on the back of the baseball tower.

The committee agreed their priorities would be: 1) Sign or 'W' image above the concession stand; 2) Sign on the back of the baseball tower (visible from many locations); 3) Sign above the weight room doors. In addition, they'd eventually like to see signs under the press box; panels in the high school gym; and on the back of the scoreboard. They would like to receive a costing before deciding on the scoreboard and which panels to replace. They would also like to receive bids on the Gemini lettering for additional signs as they discussed.

Curt Pacholke agreed to work with students and use his budget for new vinyl signs to go on the wall in the attendance office, outside of the high school gym, and the Warrior Conference

Room. Randy will contact Randy Schullo about a new vinyl sticker for the wall in the board room.

- VI. Web Team Update:** Doug Kucko and Bill Rademaker provided an update on the changes to the district website security and other changes made.
- VII. Marketing Plan Subcommittee Update:** Bert Richard shared a Marketing Plan outline. Doug Kucko requested the committee work to develop multiple taglines since they change over time. The committee requested Randy check with other school districts to see what they use for a marketing plan outline and maybe Rice Lake would be able to use one and just revise it to fit Rice Lake. Also, they suggested checking with the Public Relations Association or WASB. Randy will also check with Dave Johnson on what he may have for an outline.

Chris Olsen, Owner of Northwoods Promotions, shared information on how he is working with students in Cameron on marketing and their sales of apparel. Chris shared a handout with the committee on the comparison of sales between Cameron, Rice Lake, Almena and Barron. He also shared information on the overall learning experience for these students and how this could benefit Rice Lake students. The committee discussed how sales are currently handled by each individual team and discussed possibly filtering these sales through the Booster Club.

The committee agreed the next meeting agenda will only focus on the development of a marketing plan. Randy will research as much information as possible prior to their next meeting to help get the marketing plan started and get feedback from the committee at the next meeting. Doug Kucko asked if we should then request tagline ideas from district staff. Bert Richard shared that the committee will need to develop a calendar to go along with the marketing plan.

Bert will help as a moderator at the next meeting but he will not work on the outline until he hears from Randy first.

- VIII. Public Relations Committee Budget and Timeline:** This discussion was included as part of the replacement/addition of signage throughout the district.
- IX. Other:** NA
- X. Next Meeting:** The next BOE Public Relations Committee meeting is scheduled for Thursday, October 13, 2016 at 5:00 p.m.
- XI. Adjourn:** Josh Estreen and Tami Alberg motioned to adjourn the meeting. The meeting was adjourned at 7:34 p.m.

Minutes submitted by Colleen Kinziger.