

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

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
Warrior Conference Room at RLHS

Thursday, October 13, 2016

5:00 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 5:06 p.m.
- II. **Participants:** **Present:** Tami Alberg, Randy Drost, Scott Falkner, Doug Kucko, Bill Rademaker
Absent: Josh Estreen, Isabelle Thurston, Bert Richard
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, September 6, 2016 [action]:** Tami Alberg and Bill Rademaker motion to approve the meeting minutes from Tuesday, September 6, 2016. All present voting yes. Motion approved.
- V. **Addition of Signage Update-Randy Drost:** Randy Drost reviewed the possible images and sign material options for around the district. He met with Brandon of Perfect Image and Danny from Dynamic Design. They will both be submitting bids to Randy.

(Josh Estreen entered the meeting at 5:15 p.m.)

Randy shared that Dave Johnson is working on designing banners for the high school gym. The committee discussed rearranging the priorities of the signs now that the fall sports season is about over. External signage can wait until next year. They'd like to focus on getting signs up in the high school gym.

- VI. **Marketing Plan Subcommittee Update-Randy Drost/Doug Kucko:** Randy Drost shared an outline for a possible communications audit to begin a marketing plan. The committee discussed hiring someone to help get us started with a marketing plan and to review the final plan. Randy will contact Dave Johnson to see if he would be available to help with the development of a marketing plan or if he might have a recommendation of someone who could help.

Scott Falkner provided an update on social media and his work with external communications. Scott reminded the committee of the credit the district has for radio ads. The committee, by consensus, agreed to move forward with the radio advertising

for the upcoming open enrollment period as well as paid Facebook advertising. The committee provided feedback for an ad, which Scott will finalize and share with committee members.

The committee would like to have an idea of what they have for a budget before they begin to place the signs and hire anyone to help with the marketing plan. Randy will meet with Patrick Blackaller to discuss a possible budget and where resources could come from.

VII. Other: NA

VIII. Next Meeting: The next BOE Public Relations Committee meeting is scheduled for Thursday, November 17, 2016 at 5:00 p.m. in the HS Warrior Conference Room.

IX. Adjourn: Josh Estreen and Tami Alberg motioned to adjourn the meeting. The meeting was adjourned at 6:18 p.m.

Minutes submitted by Colleen Kinziger.