

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, December 11, 2017

5:30 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 5:32 p.m.
- II. **Participants:** Present: Randy Drost, Josh Estreen, Abbey Fischer, Scott Falkner, Doug Kucko, Bill Rademaker, Bert Richard
Absent: NA
Others Present: Marty Helgeson
- 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.
- IV. **Approve meeting minutes from Monday, October 9, 2017 [action]:** Doug Kucko and Abbey Fischer motion to approve the meeting minutes from Monday, October 9, 2017. All present voting yes. Motion approved.
- V. **Signage Update-Randy Drost:**
 - **Outdoor LCD Display-Marty Helgeson:** Marty Helgeson, Director of IT Services, provided an update on a couple of options for an outdoor LCD display. The committee discussed the possibility of reaching out for sponsorship of the display, as the costs were high. If sponsorship were attained, the recommendation would be to go with a double-sided display.

The committee requested a mock-up of both a vertical and horizontal display including more detail showing how images or information might be displayed.
 - **Quotes for sign above weight room doors:** The committee reviewed two revised options from Perfect Image for the sign above the weight room doors. They also reviewed estimates from both Perfect Image and Dynamic Signs Design. The committee requested additional information on how much more the quote from Perfect Image would be if they were to go with a thicker aluminum on the face to reduce the chances of damage to the sign. Randy Drost requested the two images, which were reviewed by the committee, be shared with Corporate Branding and Advertising Consultant David Johnson for feedback on the color options and to see if he had any other suggestions.

- VI. Social Media Update-Scott Falkner:** Technology and Communication Specialist Scott Falkner provided an update on social media and a new video produced and shared on the district website. The committee discussed promotion of the RLASD placing on the College Board's 8th Annual AP District Honor Roll for significant gains in student access and success. This information is scheduled to be released via social media on Tuesday, December 12, 2017.
- VII. Advertisements for Revenue on the District Website-Bill Rademaker:** Information Management Specialist Bill Rademaker shared information about our website host, School Messenger, partnering with a company called "Education Funding Partners". This allows School Messenger, with permission from the district, to build advertising windows on district websites. EFP works with national education-friendly vendors to display their advertisements in those windows. The district would receive a small portion of the revenue. There were questions of how and where these advertisements would appear on the website and whether this would generate enough revenue to be worth the advertising. There were additional questions, but with limited time, this item was tabled until the next meeting.
- VIII. Patent/Trademark Update-Randy Drost:** District Administrator Randy Drost provided an update on the district logo, which is now a registered trademark. He shared that anywhere this logo is now used should include the ® symbol to prevent possible legal issues. He also shared that Corporate Branding and Advertising Consultant David Johnson is currently developing a formal branding guide for all vendors and staff. Once this guide is available, the information will be shared with all district staff and vendors.
- IX. Marketing Strategy Article-Randy Drost:**
- **Working the Marketing Plan:** District Administrator Randy Drost discussed the possibility of developing a Communications/Marketing Coordinator position to help implement the district's new marketing plan and maintain positive communications throughout the district and community. The Marketing Plan Subcommittee will meet to draft a job description for what this position may entail and report to the full committee in February.
- X. Other:** NA
- XI. Next Meeting Date/Time:** Colleen will email out possible dates for a meeting in February.
- XII. Adjourn:** Doug Kucko and Josh Estreen motioned to adjourn the meeting. The meeting was adjourned at 6:28 p.m.

Minutes submitted by Colleen Kinziger