



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/Virtual

Monday, March 1, 2021

1:00 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 1:00 p.m.
- II. **Participants:** Present: Deanna Aubart, Randy Drost, Erin Johnson, Doug Kucko, Lorrie Parkman, 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.
- IV. **Approve meeting minutes from Monday, January 18, 2021 [action]:** Lorrie Parkman and Deanna Aubart motion to approve the meeting minutes from Monday, January 18, 2021. All present voting yes. Motion approved.
- V. **Radio Advertising-Randy Drost:** At the January 18 meeting, the committee requested the district contact the local radio station to request information on a \$10,000 and \$8,000 radio advertising package. The committee reviewed these new proposals and by consensus is recommending the \$8,000 Conservative Plan go to the full board for possible approval.
- VI. **Marketing Plan/External Communications Update-Randy Drost:** The committee reviewed the draft Marketing Plan. By consensus, the committee requested the draft Marketing Plan be shared as information with the full board and requested the plan be reviewed annually by the full board.

Randy Drost and Erin Johnson will meet one time per month to review the Marketing Plan and other important topics to be highlighted each month.

- VII. Observances, Proclamations and Special Weeks of Recognition-Randy Drost/Erin Johnson:** Erin Johnson and Colleen Kinziger provided an update on a process for observances and other special weeks of recognition.

By consensus, the committee determined we will continue the Crossing Guard Recognition Week as we have in past years and all other staff groups would be recognized during Staff Appreciation Week. Special gifts of recognition would only be given out during Crossing Guard Recognition Week and Staff Appreciation Week. All other observances and recognitions would be posted on social media and the electronic outdoor sign, but would not include gifts.

Erin and Colleen will be meeting in July to develop an annual schedule of observances.

**VIII. Other:**

- Randy Drost reviewed information received from BSN Sports, a branding company. BSN Sports representatives will be meeting with Randy and Tim Lipke this week to walk through Rice Lake High School and get feedback on branding ideas for the high school.
- Bert Richard shared an update on topics he is hearing about in the community, which include: COVID-19, the positives of keeping kids in school during the COVID-19 pandemic, and questions about the pool and where things are at.
- Erin Johnson shared that she is working with School-Community Outreach Worker, Heidi Carlson, to develop video clips on the importance of attendance. The videos will be shared beginning in March.

- IX. Next Meeting Date/Time:** Colleen will send out an email to survey the committee for a future meeting date.

- X. Adjourn:** Deanna Aubart and Lorrie Parkman motioned to adjourn the meeting. The meeting was adjourned at 1:45 p.m.

Minutes submitted by Randy Drost.