



RICE LAKE AREA SCHOOL DISTRICT
30 Phipps Avenue
Rice Lake, WI 54868

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

Monday, August 21, 2023
5:30 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 5:30 p.m.
- II. **Participants:** Present: Randy Drost, Keven Jensen, Erin Johnson, Doug Kucko, Bert Richard
Absent: Miriam Vavra
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 3, 2022 [action]:** Doug Kucko and Bert Richard motioned to approve the meeting minutes from Monday, January 3, 2022. All present voting yes. Motion approved.
- V. **Nomination of Public Relations Committee Chairperson [action]:** Keven Jensen and Doug Kucko motioned to approve Bert Richard as the BOE Public Relations Committee Chairperson. All present voting yes. Motion approved.
- VI. **Follow up from work with the Donovan Group-Randy Drost/Erin Johnson:** Erin Johnson reviewed the Communication Guides for staff and families.
- VII. **Potential areas to highlight/promote in the RLASD-Randy Drost/Erin Johnson:** The committee discussed Facebook and how it works with feeds. They also discussed ways to highlight graduates and specific programs in the district.

- VIII. Methods for highlighting/promoting the RLASD-Randy Drost/Erin Johnson:** The committee discussed options for promoting the Rice Lake Area School District such as television, radio and in-house video production.
- IX. Al Arnold and Monthly Radio Shows-Erin Johnson:** Al is looking for a monthly slot for each school.
- X. Other:**
- For promotion of the district, it would be helpful if we had a trifold of highlights for businesses, realtors, and others.
 - How can more staff members and students have a role in public relations?
 - Events such as Forest Run, etc.
- XI. Next Meeting Date/Time:** The goal is to meet quarterly. The committee will be surveyed for future meeting dates.
- XII. Adjourn:** Keven Jensen and Doug Kucko motioned to adjourn the meeting. The meeting was adjourned at 6:34 p.m.

Minutes submitted by Randy Drost.