



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, November 20, 2023
6:00 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 6:00 p.m.
- II. **Participants:** Present: Randy Drost, Keven Jensen, Erin Johnson, Doug Kucko, Bert Richard, Miriam Vavra
Absent: NA
Others Present: James Wyngaard, Director of Rice Lake Television
- 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, August 21, 2023 [action]:** Miriam Vavra and Keven Jensen motioned to approve the meeting minutes from Monday, August 21, 2023. All present voting yes. Motion approved.
- V. **Potential areas to highlight/promote in the RLASD-Randy Drost/Erin Johnson:** Technology Integration and Communication Specialist Erin Johnson shared the following:
 - Working on videos to share on social media
 - Working with James Wyngaard on videos to play during the livestream of games/events
- VI. **Methods for highlighting/promoting the RLASD-Randy Drost/Erin Johnson:** Erin Johnson also shared the following:

- Videos of recent graduates
- Video interviews of current students
- Videos of staff members

James Wyngaard, Rice Lake Television Director was also present and was asked to provide input on ideas.

VII. Other:

- Staff members/coaches/advisors need to remember to send content to Erin.
- Sports programs-talk to Booster Club
- Erin continuing to work on district trifold.

VIII. Next Meeting Date/Time: The next meeting is scheduled for Monday, February 12, 2024 at 5:30 p.m.

IX. Adjourn: Keven Jensen and Bert Richard motioned to adjourn the meeting. The meeting was adjourned at 6:47 p.m.

Minutes submitted by Randy Drost.