

## PUBLIC AWARENESS COMMITTEE MEETING

4.16.2018

**ATTENDANCE:** Kathleen Fisher, Co-chair  
Renee Greenland, Co-chair  
Richard Lynes  
Michael Etheridge  
Johneisha Prescott  
Lori Bowman  
Amy Lang

**EXCUSED:** Tammy Modic  
Lorraine Yarbrough

**UNEXCUSED:** None

### AGENDA:

#### ➤ Roll Call

#### ➤ Purpose of Public Awareness Committee

Discussion took place regarding the purpose of this committee. Kathleen asked members for their thoughts and what they had last been working on.

- Creating a Coordinated Entry brochure
- Discussing various approaches to marketing
- Brainstorming different ways to get word out about services/community agencies
- Becoming a hub of information for communities in our continuum

#### Other committee goals:

- Mainly marketing initiatives?
- Potential advocacy at the government level?

#### Questions:

- Is the purpose to spread awareness of BOS activities throughout the local coalitions (LCs), or are the LCs providing us with the information to disseminate?
- Is our main purpose advocacy, or information sharing, or both?
- Do we collect information from various entities, or can they provide it directly to us?

#### Action item:

- Kathleen will share a Google document with ideas and information about the committee's purpose so committee members can provide feedback and comments.

#### ➤ August Quarterly Meeting Venues

- Kathleen is waiting for a response from Tammy in the Northwoods regarding August venue.
- Suggestion was made to research the surrounding Wausau area (Rothschild) for more options.
- Discussion was had about the possibility of trying a webinar-style business meeting for the first time in August, as it may prove difficult to locate a venue during peak vacation season.
- Question was brought up about why finding a quarterly meeting venue is part of this committee's duties, as it does not fit into the general purpose of public awareness.

➤ **Social Media**

- Currently Facebook is the only social media platform that we use for the Balance of State.
- Suggestion was made to designate other FB admins who can directly add links to the BOS FB page so it's not a burden on one person to find all of the stories and information.
- Renee asked committee members to like the BOS FB page and take a look to provide feedback and suggestions.
- Discussion took place about developing a social media policy to create some guidelines and structure.

**Questions:**

- Should we consider paying to boost certain FB posts to gain more exposure?
- Can Carrie send an email blast asking for LCs to share their local news and upcoming events?
- Should we consider having a blog spot as a place for people to share information?

**Action item:**

- Lori will start a social media policy for committee members to discuss and provide feedback and suggestions.

➤ **Press Releases**

- Discussion took place about what we should be releasing, and who decides? It should be BOS information that affects everyone across the continuum.
- Do the press releases need to be approved by the board, or is the board or its staff providing topics to be covered?

➤ **Next Meeting Date**

Next meeting will be Monday, May 21, 2018 at 1:30 pm.