

## PUBLIC AWARENESS COMMITTEE MEETING

5.21.2018

**ATTENDANCE:** Kathleen Fisher (Co-chair), Renee Greenland (Co-chair), Lori Bowman, Michael Etheridge, Richard Lynes, Tammy Modic, Johnneisha Prescott, Lorraine Yarbrough.

**EXCUSED:** Amy Lang

**UNEXCUSED:** None

### AGENDA:

#### ➤ Roll Call

#### ➤ Purpose of Public Awareness Committee

- Reviewed the draft document that provides clarifying details about the PA committee, such as its members, purpose, goals and duties.
- Even though Jen Schmohe is contracted to handle the BOS website, the PA committee will still be involved in making sure the website is updated and accurate.
- Currently there is no interest and no plan to add LinkedIn, Twitter, Flickr or YouTube to our social media repertoire.
- The potential for Advertising was discussed and questions were posed about what the purpose of advertisements would be and which publications might be appropriate. As of now there is no plan to advertise, but we will leave this section in the document in case the BOS decides to advertise in the future.
- Discussion took place about adding an Advocacy section to the document, as that is one of the activities that the PA committee will be working to develop. At last week's BOS quarterly meeting, Renee spoke with Julia McDermid, Project Manager for the La Crosse Collaborative to End Homelessness, about joining the PA committee. Julia has expressed interest in helping initiate advocacy efforts at the state level.

#### Questions:

- Is it worth the time and effort to produce a BOS newsletter?
  - It could be helpful to offer a recap of the content presented at quarterly meetings for those who were unable to attend, or perhaps provide committee updates in writing.
  - It can also be quite time-consuming and difficult to solicit, obtain and/or generate content for the number of people who will actually read the newsletter.
- If we were to start a newsletter, who would be responsible for generating/finding/approving content, and for formatting and disseminating the newsletter?
  - Mailchimp was suggested as a potential newsletter app if we decide to try it in the future.

#### Action item:

- Kathleen will clean up the document and add a section about Advocacy so we can present it to the Board at the next meeting.

**Action item:**

- Renee will add Julia to the email distribution list, send her last month's minutes, and make sure she is invited to next month's meeting.

**➤ Quarterly Meeting Venues**

- Thanks go out to Tammy for finding the August meeting venue, The Waters of Minocqua.
- Committee was informed that we will not be responsible for locating meeting venues going forward, although Kathleen has offered to help Carrie in the future if needed.

**➤ New Business: Social Media Policy**

- Discussion of proposed Social Media Policy was tabled as not all committee members received the draft.

**➤ Next Meeting Date**

Next meeting will be July 9, 2018 at 1:30 pm.