

**DRAFT-Not yet approved by Committee**

**Riverside Unified School District  
Communications and Public Relations**

**Communications Board Subcommittee Meeting  
December 21, 2012  
8:45 AM**

**CALL TO ORDER:**

Mrs. Allavie called the meeting to order at 8:48 AM

PRESENT: Mrs. Kathy Allavie (Chair), Mrs. Patricia Lock-Dawson, Dr. Rick Miller,  
Mr. John Schreck, Mrs. Jacquie Paul

**1. Approval of Minutes from the 10-4-12 Communications Board Subcommittee**

The committee approved the minutes of the 10-4-12 Communications Board Subcommittee meeting.

**INFORMATION**

**1. Lewis Vanderzyl dedication at Central Middle School**

- The committee directed staff to place the naming of the multipurpose room in honor of Mr. Vanderzyl on the agenda for January 22 meeting of the Board of Education,
- Upon Board approval to name the Central multipurpose room in honor of Mr. Vanderzyl, the committee agreed to work at a future meeting to come up with a concrete plan for signage and a dedication of the facility.
- The committee continued discussions about the planned naming of the multipurpose room at Central Middle School in honor of former longtime Board of Education member Lewis J. Vanderzyl.
- Mrs. Allavie stated that it would be the Communications Subcommittee's responsibility to propose wording for a plaque.
- Dr. Miller stated the wording should be short and would be more effective if placed inside the multipurpose room as more people would stop by to read it that way. It also would be more protected from possible vandalism.
- Dr. Miller further recommended that the plaque have some short phrases about Mr. Vanderzyl's accomplishments and a dedication date.
- Mrs. Allavie added that perhaps Mr. Vanderzyl's name could be included over the stage.
- In discussing a suggestion for "super graphics" in the multipurpose room, Mrs. Allavie said she didn't like the idea. Mrs. Lock-Dawson agreed,

stated that such artwork is very trendy and might not be as desirable in a few years as trends change.

## **2. Improvements at Arthur Littleworth Theater**

- The committee continued discussion on improvements that could be made to the Arthur Littleworth Theater.
- Mrs. Allavie and Mrs. Lock-Dawson stated that one of the most important improvements would be to put the name of the theater on the side of the building that faces Victoria Avenue. Currently, there is no signage there.
- The committee also discussed several improvements that could be made in the lobby.
- Mrs. Lock-Dawson said that changes to the lobby should be in keeping with the mid-century architecture of the school.
- The lobby also would include elements that would include artifacts showing Mr. Littleworth's contribution to the district.
- Mrs. Lock-Dawson and Mrs. Allavie agreed that they would work on some ideas for this project and bring them back to the next Subcommittee meeting for review.

## **3. Honor Walk Criteria**

- Mrs. Allavie stated that she had received several recommendations from Mr. Hunt for Honor Walks/ naming of stadiums and brought the recommendations to the committee's attention.
- One of the ideas was to name the Ramona stadium the "Heroes Field." This would include a structure to honor those who served in the military, police and fire.
- Mrs. Allavie stated that she had previously worked on plans for such a structure, but it was cost-prohibitive.
- Mrs. Lock-Dawson said she understood the sentiment but wasn't sure a football field would be the right place for this honor. She recommended working with other community agencies also planning ways to honor service men and women and make the project more of a community-effort.
- The committee agreed to continue looking at available options.

## **4. Update on District Events**

- Mr. Schreck and Mrs. Paul provided an update on District events including the REEF Craft Fair held on December 1 and a Cooking ShowVideo Launch media event held on Dec. 12. Schreck and Paul said that both events were very successful. The cooking show project

has led to improved relationships and continued projects with several local, county and state agencies.

## **PUBLIC RELATIONS**

### **1.     Unscheduled Communications**

- Mrs. Lock-Dawson said she has heard from several teachers who are feeling “downtrodden” and was wondering if there might be a way to bring them together...maybe through something like a district-wide conference.
- Dr. Miller said he liked the idea but said it might be difficult to take teachers away from their classrooms.
- Mrs. Allavie said it might be worthwhile to look into holding a voluntary event that could be held outside of school time.
- Dr. Miller agreed that this idea could be investigated further.

## **ADJOURNMENT**

- Mrs. Allavie adjourned the meeting at 10:12 AM