

**RIVERSIDE UNIFIED SCHOOL DISTRICT
BUSINESS SERVICES AND GOVERNMENTAL RELATIONS DIVISION**

Board Marketing/Communications Subcommittee

Thursday, March 5, 2020

District Office, 3380 14th Street

Conference Room 1

4:00 p.m.

A G E N D A

As required by Government Code 54957.5, agenda materials can be reviewed by the public at the District's administrative offices, Reception Area, First Floor, 3380 Fourteenth Street, Riverside, California.

Call Meeting to Order

Public Input

The subcommittee will consider requests from the public to comment. Comments should be limited to three minutes or less. If you wish to address the subcommittee concerning an item already on the agenda, please indicate your desire to do so on a provided card. You will have an opportunity to speak prior to the subcommittee's deliberation on that item.

Pursuant to Section 54954.2 of the Government Code, no action or discussion shall be undertaken on any item not appearing on the posted agenda, except that members of the Subcommittee or staff may briefly respond to statements made or questioned posed by persons exercising their public testimony rights. Discussion of items brought forward that are not on the agenda shall be considered for future agendas by the Subcommittee Chair.

Action/Discussion Items

The following agenda items will be discussed and the subcommittee members may choose to introduce and pass a motion as desired.

1. Approval of Minutes

The Subcommittee will be asked to approve the minutes of the January 28, 2020 meeting.

2. State of the District

Subcommittee will discuss plans for the State of the District event scheduled for October 22, 2020.

3. RUSD Website

Staff will provide an update to the Subcommittee of the district website.

4. New/Old Business

The Subcommittee will comment on any new or old business.

Adjournment

This is an uncorrected copy of Board Operations Subcommittee Minutes. The Minutes do not become official until the Board Subcommittee at the next meeting approves them.

**RIVERSIDE UNIFIED SCHOOL DISTRICT
BUSINESS SERVICES AND GOVERNMENTAL RELATIONS DIVISION**

Board Marketing/Communications Subcommittee

Tuesday, January 28, 2020

District Office, 3380 14th Street

Conference Room 3

Minutes

CALLED TO ORDER – 3:31 p.m. by Brent Lee

PRESENT: Patricia Lock Dawson and Brent Lee, Board Members, Mays Kakish, Chief Business Officer/Governmental Relations,

Also present were Richard Prince, Community Relations Manager, Brandy Wiegand, Coordinator Community Outreach, Bernie Holt, CSEA Communications Officer, David Watring, RCTA President, Dr. Vince Moses and Catherine Whitmore, Consultants History Project, Ofelia Valdez-Yeager, Community Member, Cheryl Ryan, Account Supervisor for Mering, Ken Dawson, Account Director for Mering (via Web), Amy Georgiou, Account Executive for Mering (via Web), Amber Wtizke, Senior Art Director for Mering (via Web), Isaiah Sendaydiego, Art Director for Mering (via Web), Brian McIntyre, Senior Copywriter for Mering (via Web), and Susanne Anderson (Recorder)

Public Comment

The following members of the Public addressed the Subcommittee on these topics:

1. Leticia Pepper, Marketing Update
2. Leticia Pepper, History Project

Action/Discussion Items

1. Approval of Minutes

Mrs. Lock-Dawson moved and Mr. Lee seconded to approve the minutes of the November 5, 2019 meeting.

2. Marketing Update

Marketing Consultant Group, Mering presented four (4) branding concepts to the Subcommittee. The Subcommittee recommended moving forward two (2) concepts, with a few changes and additions, to the Board of Education at the March 10, 2020 meeting. A refresh of the RUSD logo was discussed simultaneous with the marketing plan. Staff presented two (2) and the Subcommittee recommended moving forward one (1) option to the Board of Education at the March 10, 2020 meeting.

3. History Project

Dr. Vincent Moses, consultant, provided an update on Phase I of the history project to the Subcommittee. The project plans will be presented to the REEF board for approval on February 12, 2020.

4. State of the District

The Subcommittee discussed next steps in preparing for the October 22, 2020 State of the District Event.

5. New/Old Business

Future agenda items:

1. Website Update
2. State of the District Planning

Adjournment

The meeting adjourned at 5:15 p.m.

DRAFT