

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

**Board Marketing/Communications Subcommittee**

**Tuesday, November 5, 2019**

**District Office, 3380 14<sup>th</sup> Street**

**Conference Room 3**

**Minutes**

**CALLED TO ORDER** – 3:36 p.m. by Patricia Lock-Dawson

**PRESENT:** Patricia Lock Dawson and Brent Lee, Board Members, Mays Kakish, Chief Business Officer/Governmental Relations, Dr. David Hansen, Superintendent,

Also present were Richard Prince, Community Relations Manager, Brandy Wiegand, Coordinator Community Outreach, David Watring, RCTA President, Cheryl Ryan, Account Supervisor for Mering, Ken Dawson, Account Director, Mering (joined via virtual meeting), Val Vento, Director of Insites and Strategies, Mering (joined via virtual meeting), Amy Georgio, Account Executive, Mering (joined via virtual meeting) and Susanne Anderson (Recorder)

**Public Comment**

There were no requests to speak with subcommittee members.

**Action/Discussion Items**

**1. Approval of Minutes**

Mr. Lee moved and Mrs. Lock-Dawson seconded to approve the minutes of the September 19, 2019 meeting.

**2. Marketing Update**

Mering, formerly MeringCarson Holdings, presented the research debrief and brand platform to the Subcommittee. The research objectives include supplementing existing data with qualitative data to better understand emotional brand equities and determine the emotional connection to the RUSD Brand and to develop a strategic brand platform that can be used as the foundation for messaging, creative development and organizational activities. Key findings included words such as family, community, welcoming, pride, diversity and excellence. Next steps is to take findings and create theme, program name, look, messaging development and media planning.

**3. New/Old Business**

None

**Adjournment**

The meeting adjourned at 5:16 p.m.