

**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.