

**DRAFT MINUTES FOR
PUBLIC OUTREACH COMMITTEE MEETING
OF THE MONTE RIO RECREATION & PARK DISTRICT**

HELD ON

Thursday, August 16, 2012 – 4:00 PM

In the History Room of the Monte Rio Community Center

20488 Highway 116, Monte Rio, CA 95462

1. Call to Order at 4:05
2. Present were committee members Dawn Bell, Cathy LaPlante and Peter Andrews. Also attending was Tia Resleure representing the public.
3. Public Comment: There were no public comments.
4. Agenda and prior meeting's minutes were accepted.
5. Old Business
 - 1) Budget Plan Items for 2012/13 – priority sequence
 - a. Wedding Show(s)/Convention(s) (marketing item)
 - Dawn Bell announced that she had met with Katrina Thurman to go over the specifics of the marketing half of the budget items for 2012/13. They have booked the two wedding expos {Sept & Jan} that Cathy had proposed.
 - Tia Resleure raised the question of whether two wedding expos, with 40% [\$2000 of \$5000] of the nascent POC budget were the best use of marketing funds [with no obvious impact on public outreach] considering the long list of marketing ideas shelved over the past several years.
 - Tia Resleure commented that the public might perceive a conflict of interest with this large expenditure, \$2000 of the budget being proposed by Cathy and spent by Dawn Bell. There was a heated discussion between Cathy, Dawn, and Tia for five minutes, then Tia left the meeting.
 - b. Community Dinner event (public outreach item)
 - Peter brought up the recent success of the Friends of Monte Rio (FOMR) serving a community breakfast to 125 people as support for the planning of an initial community dinner to be jointly hosted by MRRPD and FOMR.
 - c. Banner(s) (marketing item)
 - Cathy continues to search for the right time and place for a large marketing banner.
 - d. Monte Rio newsletter (public outreach item)
 - e. Postcards/Poster printing (marketing items)
 - f. Website enhancements (public outreach items)
 - g. Events Workstation Upgrade (marketing item) [done by Diane]
 - h. Administrative Organizational Outreach (public outreach items)

Additional administrator hours for coordination with populace, Chamber, Friends, Foundation, Neighborhood Watch, Alliance, Guerneville/Villa Grande groups, and other RPDs.

 - We spoke at length about programs that might arise in 2012/13 and Dawn Bell shared with us that she and Katrina Thurman were mapping out a program plan and a job description for someone to take on that role as Program Coordinator.
 - Dawn Bell volunteered to create a more meaningful spread sheet to include all the components of this Program Coordinators domain.
 - Dawn Bell left the meeting around this time, and then later returned about the time we adjourned.
 - 2) Friends of Monte Rio activities
 - 3) Creekside Park POC plans
 - Cathy and Peter discussed the possibility of a Public Outreach plan whereby the board & staff of MRRPD would each direct one monthly public presentation & tour of the Creekside Park project to groups of interested citizens, maybe January through July.
 - 4) Ad Hoc Committee website review status
 - 5) Russian River Umbrella Alliance activities
 - 6) Other marketing and public outreach ideas: blog, FB, et al
6. New Business - none
7. NEXT MEETING: Thursday, Sept 20, 2012 – 4:00 PM, History Room, MRCC
8. Adjournment at 5:30