

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

HELD ON

Thursday, September 20, 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 4:12
2. Roll Call – We waited for Dawn Bell to show up. Cathy LaPlante had e-mailed she couldn't make it. We began the meeting with Peter Andrews and Tia Resleure. Peter raised the possibility of the removal from the committee membership of Dawn Bell, as she has only fully attended one of the past four meetings of this committee. There have been a variety of excuses, but the bottom line was a lack of interest in this committee's business. Cathy LaPlante had also often declared that she didn't have the time for this sort of meeting, maybe she could spare twenty minutes or so, but that was it. Using the Chair's prerogative [RROO], I declared Tia a committee member (a regular attendee), and Dawn Bell, a periodic attendee, not a regular committee member.
3. Public Comment: There were no public comments.
4. Review of agenda and prior meeting's minutes (attached 8/16 draft minutes)
5. Old Business
 - 1) Budget Plan Items for 2012/13 – priority sequence

The wish items in the budget list have been reprioritized.

 - a. Wedding Show(s)/Convention(s) (marketing item)

There was again, an objection to this expenditure on two points:

 - i) An excessive expenditure [80% of the marketing budget {half of MPOC's \$5,000 for 2012}] on one campaign.
 - ii) A conflict of interest exhibited by a board member advocating for this expenditure, which would financially benefit a contractor and their joint income. This will be proposed as an MRRPD Board Agenda item.
 - b. Ten Website enhancements (public outreach items)

There was the inkling of a hint that there might be sufficient funds to purchase a \$100 scanner, which should enable the MRRPD to upload full agendas and packets to our website.
 - c. Banner(s) (marketing item)
 - Peter and Tia discussed that vertical banners were the hot 2012 item:

They are inexpensive, effective messaging; and also simple because of limited wordage.
 - A banner may be needed for the Dutch Bill Creek Beach Facility to declare it as an MRRPD, maintained river facility. This is especially important as Creekside Park Facility is about to open. The Creek that Creekside is about, as most of us know, is Dutch Bill Creek.
 - d. Community Dinner event (public outreach item): A discussion took place as to the viability of a monthly dinner event at the MRRPD Center. It was discussed that this could be a beneficial event for the community → two-way: Chamber/MRRPD; three-way: FOMR/MRRPD/Chamber; or a possible four-way with the Alliance, the school, the Church, or other groups participating.
 - e. Postcards/Poster printing (marketing items)
 - f. Monte Rio newsletter (public outreach item) no further thoughts at this time
 - 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, other RPDs.
 - i. Events Manager for Programs – Katrina has hinted at expansions of this job description to come next month.
 - 2) Friends of Monte Rio activities
 - 3) Creekside Park MPOC plans
 - a. Documented Marketing plans
 - 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
 - a. MR Chamber Activities

Peter expressed the desire for MRRPD to become a better partner in jointly planning those events which could serve as marketing or public outreach occasions of benefit to the MRRPD, such as Casino Night and the Rocky Games Weekend. To that end, it would be beneficial that one of the two board members of the MRCC, either Cathy or Dawn, maybe even Mary Cowen-Baker be identified as correspondents to keep us apprised of their plans for use of our facilities.
 - b. Planning for a 2012 EDDM postcard mailer. Peter rambled on about the ability to reach our constituency with a \$0.24 mailing per household [1,000 locals or 5,000 up & down the River]. Could be cheaper if we: (1) partnered with the Chamber, FOMR, etc.; (2) or sold ad space to Village Inn, etc.
 - c. Tia Resleure was appointed by the chair as a regular member of the Public Outreach Committee.
7. Next meeting & agenda: Tuesday, Oct. 16, 2012 – 4:00 PM, History Room, MRCC.

For the convenience of the committee membership, the POC will in future hold its meetings on the third Tuesday of the month at 4:00 pm in the MPCC History Room. We will make sure this change is widely announced among the community. It is suggested that all concerned please update their calendars for the rest of the year and into 2013.
8. Adjournment at 5:30