



**PCCS Board of Directors
COMMUNICATIONS/PUBLIC RELATIONS
& FUNDRAISING COMMITTEE
MINUTES**

Monday, February 1, 2010

7:00 PM

**Kennicott Building
1531 Jones Point Road
Grayslake, IL 60030**

Approved March 1, 2010

Call to order: By Elizabeth Stearns at 7:10 p.m.

In attendance: Jeff Werfel, Steve Achtemeier, Eric Hebert, Elizabeth Stearns and Mitzi Schwabe

Staff: Myron Dagley, Sarah Kirsch, Stacey Gavin

Discussion Items

• **Identify Work Steps to Web Site Completion**

1. Eric gets style guide from designer. Elizabeth will email designer also. An invoice from designer for PSO.
2. Elizabeth and Eric will meet next week to identify holes in content, where we are in process and how and when the website can be transferred to staff. Brian what level is in-kind donation?
3. Need to determine levels of permissions.
4. Who on staff will be in charge. Content creators and editor/moderator. Teacher pages. Kids submit homework. Brian to create criteria for teachers and expectations.
5. After all is said and done plan for level 2 implementation.

Discuss Implementation of District's Communication Plan

Do we need a media policy? Plan needs a line for fundraising communication and media contacts.

Progress Report: Development Goals – Sarah Kirch

Partner with Parents report: Elizabeth Email Ken at Harris Bank. Sarah developing a menu/folder of options for sponsorships. Breakfast event in May for new donors. Calling All Communities campaign to be announced in February. Hope for the best, not recommended for next year. Time to start lining up donors for the run in the fall. In the future events that generate less revenue need to be chaired by parents, with co-chairs. Sunset Run!

Concert: Certificate of Insurance, Bring a bottles of wine, liquor will donate?, glasses? Email people about bringing appetizers.

Pancake Breakfast.

Review Fundraising Data, Monthly Report – Stacy Gavin

Review Minutes of Previous Meetings

Public Comment

Action Items

- Approve Previous Meeting Minutes Motion by Eric Hebert, Seconded by Jeff Werfel with corrections

Future Agenda Items

- Guidelines for Logo/Brand

Adjourn

Eric Hebert, Steve Achtemeier