



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

Monday, March 1, 2010

7:00 PM

**Kennicott Building
1531 Jones Point Road
Grayslake, IL 60030
Approved April 5, 2010**

Call to order: 7:10 p.m.

Elizabeth Stearns

In attendance: Mitzi Schwabe, Jeff Werfel, Dr. Eric Hebert, Stacy Gavin, Sarah Kirch and Elizabeth Stearns, Dr. Barb Provost

Discussion Items

Review Internet Usage Policy, 600.8.10

Elizabeth Stearns

Should add something to staff contracts about casting negative aspirations about school outside our computer network. Confidentiality should be added to staff contracts. Back to HR/Governance.

May 2010 Donor Breakfast-

Sarah Kirch

Goal to create sustainable funding and solicit new donors. Looking for table captains. Very well organized.

Local Business Membership Program-

Sarah Kirch

Local businesses become members rather than sponsors. Making your business greener through workshops etc. Sarah will try getting feedback from local businesses before next school year.

Race will be replaced by another event next fall.

Progress/Update Report, New Web Site-

Dr. Eric Hebert

The website construction is making good progress. Hopes to train/talk to admin staff mid-month.

Review of Logo Standards and Usage-

Elizabeth Stearns

Guidelines for use. Dr. Eric Hebert will create transparency with logo.

Fundraising Report through February 28, 2010

Stacy Gavin

Great report, very helpful. We are right on target.

The committee recommends that the TV purchased for the Poker Night will now be used for this year's auction.

Sarah Kirch will update fundraising sign

Connie Barhorst portraits again in June after graduation? Sarah Kirch will contact.

Review Minutes of Previous Committee Meetings

Public Comment

Action Items

- Recommend Logo Standards for Implementation
Dr. Eric Hebert makes a motion and Dr. Barb Provost seconded.
- Approve Previous Meeting Minutes
Jeff Werfel and Dr. Eric Hebert

Future Agenda Items

- Utilizing Web 2.0 Tools in the Communication Plan
Formal presentation of the website.