

Bond Strategy Meeting

September 7, 2016

Attendees: Lau, Erickson, Balls, Stein

Purpose: List and discuss various strategies, create timeline, assign duties

Minutes

Ways to best communicate the bond and its necessity were discussed. Timeline was proposed. Strategies were outlined.

Strategy: Overview Newspaper article

Action items	Person responsible	Deadline
✓ Article submitted to newspaper, Overview of Bond issue, voter registration information, absentee voter instruction, input from board member	Balls, Stein, Lau	9/12

Strategy: Meet with civic groups

Action items	Person responsible	Deadline
✓ Board members will make arrangements to meet with Rotary, Lion's, Chamber, Red Hats, Others	Lau, Erickson, Others	9/16
✓ PT Conference availability of board	All Board Meetings	

Strategy: Arrange for public round table meetings. Meeting will consist of welcome from the board of trustees, presentations from GPC and Zion. Then patrons can ask questions at each table, tour current facilities, view models and plans.

Action items	Person responsible	Deadline
✓ Contact GPC, ZION, Cook, Contractor, Circuit Breaker	Balls	9/16
✓		
✓		

Strategy: Facebook, Websites

Action items	Person responsible	Deadline
✓ Create Overview with important dates for Facebook, SS Website, SD150 Website	Balls, Stein	9/19
✓		

Strategy: Create Flyer

Action items	Person responsible	Deadline
✓ Work with architect to finalize flyer. Flyer will be used to promote meetings, as an email, and mailing	GPC, Stein, Balls	9/26
✓		

Projected Timeline

Week of

	Sept 12	Sept 19	Sept 26	Oct 3	Oct 10	Oct 17	Oct 24	Oct 31	Nov 7
Meetings	9/7 Board Strategy meeting 9/12 Contact Speakers for Roundtable 9/14 Board Meeting		Advertise Roundtable: Flyers, paper, radio		10/11 Roundtable meeting		10/26 Board Meeting	11/3 Board have table at PT conferences	11/1 Round Table meeting
Articles	Overview article in paper								
Flyers			Finalized	Email to parents			Mail?		
Speaking Engagements	Rotary, Lions Chamber, Red Hats, Others	Rotary, Lions Chamber, Red Hats, Others	Rotary, Lions Chamber, Red Hats, Others						
Websites, Facebook		Update Websites with overview, dates of information meetings							
Txtwire, Alert									Reminder to vote, location, etc.
Radio									