



Board Agenda Item Request

AGENDA ITEM: Discussion Item - Levy Update

PURPOSE: To keep the Board informed of activities

MEETING DATE: February 5, 2025

PREPARED BY: Lisa Arnold

SUMMARY

1. We have been talking to Target River Marketing regarding a Trust Capital Campaign. We have secured the donations to fully fund this endeavor. The cost is \$20,000 for this service. The focus is to provide information via videos to Lakeland taxpayers. The information will highlight for our community the great things that are happening in Lakeland. The company creates video advertisements/commercials that are shown on streaming services and social media sites.
2. I have begun talking to community members requesting the opportunity to hold coffee klatches at people's homes to answer questions about the levy. If you would like to join us for any of these meetings, I will make sure the dates are on your calendars.
3. Rebekah is working on setting a date for a meeting at the Hauser Fire Department to engage with our taxpayers in that part of our district.
4. We will schedule four town hall meetings: one in Athol, Spirit Lake, Garwood, and Rathdrum. Once the dates are confirmed we will share them with the clerk to make sure they are on the Board's calendar. We would love for you to attend as many as are possible for your schedule.
5. Our first Financial Newsletter has gone out and is posted on several social media sites.
6. Lynn and I have several PTU/PTA/PTO meetings scheduled.
7. Jessica and Jacquie have been monitoring social media. When inaccurate information is posted, Jessica has corrected what she can and has invited the person to meet with her so all of his/her questions can be answered. Those meetings have been very positive so far.