

Long Range Planning Committee
Minutes for July 20, 2015
Administration Building
6:00 p.m.

Members present: Paul Blessington, Larry Fryar, Kenneth Riddle, Danny Boyle, Larry Sturgill, Art Bode, Trey Swan, April Halferty, Pam Manek, Shelli Wilson

Visitors present: Angela Holmes, Kevin McBrayer, Renaissance Architects

Art Bode called meeting to order at 6:00 p.m.

The School Board will call for the October 13, 2015 Bond Issue at the August 10th, 2015 meeting.

LRPC will need to promote the Bond issue with help from the school board and Renaissance Architects.

Renaissance Architects presented marketing guidelines and marketing campaign. (See attached)

It was suggested that when asking to community to display a yard sign write down their contact information so that they can be written down as a YES vote and reminded at the appropriate time.

Ren. Arch. marketing campaign uses Facebook as their primary social media presence. Twitter would be used for reminders and short information which would link back to FB post.

Mr. Riddle suggested that Ren. Arch. educate teachers at professional development meetings at the beginning of school. This would informational only.

The School Board agrees that a community meeting needs to take place, it is yet to be determined as to what type of format those meetings will be.

Mr. Bode presented the LRPC with a Choctaw/Harrah magazine and the idea of getting a Bond issue article and/or ads in that magazine. Art is going to find a contact person so that articles can be placed in that magazine.

Ren. Arch. will present boards with Bond issue information to the LRPC at Aug. 3rd meeting for approval. These boards will be completed so that they can be present at Meet the Teacher nights at the elementary schools on Aug. 11th and at the Middle School and High School for Aug. 10th and 11th schedule pickup dates.

The LRPC members will be brainstorming about a slogan for the Bond issue campaign that can be used for the current issue and for future issues.

Mr. Blessington stressed the importance of unity among the LRPC members during the Bond issue campaign. It is understood that the committee is a diverse group with many different ideas but we have met together and become unified on the Bond issue and we need to remain unified in the campaign.

Meeting adjourned at 7:10 p.m.

Next meeting August 3, 2015 at 6:00 p.m. at Administration building