



Memorandum

Date: February 20, 2018
To: Each Director
From: Mike Mascoe, Public Information Specialist
Subject: I&E Subcommittee Meeting

The Information and Education Subcommittee met Tuesday, February 20th at 11:00 AM at the NRD office. Subcommittee members present were Deborah Eagan (Chair), Gary Aldridge, Vern Barrett, Chelsea Johnson, Jeremie Kerkman and Mike DeKalb. Paul Zillig, McKenzie Barry and Mike Mascoe represented the NRD staff.

Chair Eagan called the meeting to order. Discussion of a proposed spring television ad campaign was tabled at the subcommittee's February 12th meeting, to give members a chance to review past NRD TV ads. It was moved by DeKalb, seconded by Johnson and unanimously approved to take the discussion off of the table. Discussion resumed. Mascoe confirmed that all subcommittee members present recently received online links to four TV ads and were able to execute those links. After some discussion, it was moved by DeKalb and seconded by Aldridge to approve the television ad campaign proposed by Firespring in the amount of \$20,000. The motion failed. Those opposed were Aldridge, Barrett, Johnson and Kerkman. Those in favor were DeKalb and Eagan.

Chair Eagan told the subcommittee she will be seeking their input on contents of new TV ad(s) and that those suggestions will be discussed at the next subcommittee meeting.

Aldridge requested time to speak at the next I&E Subcommittee meeting.

There being no further business, Chair Eagan adjourned the meeting at noon.

MM/mm

Cc: Paul Zillig, David Potter, McKenzie Barry, Adam Sutton, Kathy Spence, Donna Reid