



Conference Call Minutes
3 November 2011 @ 10:00 a.m.

1.866.730.7514; Pin #: 2180913

President, Willie Painter
President-Elect, Sara Niegowski
Past President, Rosie O'Neil
Vice President of Marketing and Electronic Communications, Jayme Taylor
Vice President of Marketing/Membership, Suzie Butler
Vice President of Finance, Lorraine Cooper
Vice President - Eastern Washington, Melanie Rose - absent

1. Call To Order

2. Approve Agenda – approved as presented

3. Approve Minutes – approved as presented

4. Membership Report

72 members, 54 “likes” on Facebook

5. Finance Report

As of 9/29/11...

- \$4,189.53 checking, \$10,307.44 savings
- Expenses, \$219 mailbox renewal, \$54.54 for banner
- Income \$1,840 memberships in October, total income in memberships \$3,942.23
- Lorraine will check and see what the balance of our CD is. Statements come every six months.

6. NSPRA Deadlines – N/A

Jayme sent the membership list to NSPRA and Willie sent the WSPRA report to our NSPRA representative, which needs to be done annually.

7. Workshop Planning!!

a. From October Minutes:

- i. Eastside – Powerhour for January 6 in Spokane. *“How to empower your principals with branding and marketing skills.”* Melanie will look into a location to hold meeting and will invite eastside superintendents to come as part of their regular meetings....this might change the date (Jan 13). The Jan. 6 Powerhour is live at no cost and will be held at 9:00 a.m. The second part of the meeting will be about elections or a panel of people with branding experience.

ii. Winter – (Feb). It's WSPRA's turn to host this year.

February 17, 2012 is confirmed at the ESD. Sara and Willie are waiting to schedule a conference call with OSPRA. We are going to offer to use our conference line to facilitate the call. This can be added to the save the date that Suzie is creating. Content needs to be decided.

OSPRA is interested in holding a joint meeting. Friday, Feb 17 is a date of interest at the Vancouver ESD 8:30 a.m. – 3:30 p.m. Staying at the Heathman. Topics of interest include: Maximize time

efficiencies, How to be organized in an electronic world, e-publication functionality and publication designer, panel of WSPRA publication award winners, Facebook next steps.

iii. End-of-Year (April) in Ellensburg, WA: Community Engagement theme.

Sara offered up the option of staying at a hotel, meeting at the University, and banquet off site. April 25-27 are dates of interest.

Sara trying to connect with Central Washington University rep to confirm room locations and dates. She has left messages and e-mails and waiting to hear back. Received a proposal from Susan Solftus who has a public engagement process that she's worked with to turn critics into advocates. This might be good content for April. The content differs from what was presented by Kathryn Reith in May.

We can send out dates next week for all of the workshops, but leave off content. Once content is secured, we can share that with members.

Sara asked the group to help find people who would be good/willing to present. Please send her suggestions. Plan to discuss content during our December call.

8. Save The Date Flyer: Suzie will finish it up and plans to send by Friday, Nov. 11

9. Other Business

We need to discuss awards during our December conference call. We need to revise the form and have everything ready to go in February so that people have enough time to plan and turn in their items.

Rosie will bring questions to the December meeting.

10. Next Conference Call: Thursday, December 1 at 10 a.m.?

Awards

Workshop content