

Public Relations Committee – 2010 November Commission Report

Chair: Cathy Gendron

Members: Marsha Chamberlin, Cathy Gendron, Jeff Meyer, Annie Wolock

Goals:

The purpose of the Public Relations Committee is to plan and coordinate publicity for Commission projects and to build interest, enthusiasm and support for public art.

Annual Goals:

- Improve and update commission website
- Host community event prior to development of annual plan
- Assist with Golden Paintbrush Awards
- Streamline annual report
- Maintain and update social media

Tasks Accomplished to Date:

Continued development for a structure for content on revised city website

Began planning process for annual PR goals, events and procedures

Open: Ongoing Tasks still to be completed:

Website: Distribute new website design to PR committee for review. Forward design to Nancy Stone for implementation.

Social Networking

- Begin posting updates and project info
- Add public art inventory photos to Facebook site

Marsha to write draft outline for general annual plan

PR committee to develop step-by-step process for PR events and project publicity

Recommendations

Commissioners are encouraged to monitor and contribute to Facebook wall postings

Actions required

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Budget Implications:

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Administrative Implications:

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