

# MINUTES

## Rappahannock Area CSB

### April Prevention/Public Information

Wednesday, April 11, 2018, 12:30 pm - 1:30 pm

Board Room 208, 600 Jackson Street in Fredericksburg

#### In Attendance

Amy Umble; Andrea Merwin; Beth Elkins; Debra Draper; Diane Deibel; Jane Yaun; Karen Kallay; Linda Ball; Linda Carter; Terry Moore; Tina Sears

#### Not In Attendance

Greg Sokolowski; Ken Lapin

#### A. Rebranding

Amy Umble

Amy Umble, Public Information Officer, presented a Request for Proposal draft for a rebranding effort. Rappahannock Area Community Services Board has undergone many changes in the past four decades, but the marketing and visual strategies have remained the same. Our branding effort will help the agency gain greater awareness in the community and will spread awareness for the work we do. This project will include Rappahannock Adult Activities, too.

Amy Umble reported that RACSB had put out a Request for Proposals for rebranding services. The RFPs are due April 19.

Attachment I

#### B. Storytelling

Amy Umble

Amy Umble showed the Committee a PowerPoint presentation detailing the different methods the public information office uses to tell the RACSB story.

Attachment II

#### C. Website Analytics

Amy Umble

Amy Umble reviewed the analytics for the agency's website. She told the Committee that viewership continues to grow.

Attachment III

#### D. Upcoming Events

Amy Umble

Amy Umble reviewed a list of upcoming events. She noted that the Garden Party starts on April 19 and the Plant Sale on April 20, as those dates were

incorrect in the list she handed out. Jane Yaun reminded the Committee that the Town Hall on Adverse Childhood Experiences would be held April 18 and said she hoped the Board Members would attend.

Attachment IV

E. Other Business

F. Adjournment

The meeting adjourned at 1:05 p.m.