

**JOHNSON CREEK SCHOOL DISTRICT**  
**Athletic Facilities Ad Hoc Committee Meeting Minutes**  
**Monday, November 10, 2014**  
**Johnson Creek MS/HS Room 207**  
**4:30 p.m.**

Chair Rick Kaltenberg called the meeting to order

Members Present: Rick Kaltenberg, Richard Wensch, Andrew Swanson (arrived 5:30 p.m.), and Principal Cale Vogel

Also Present: Carol O'Neil, Brett Perucco, 6AM representatives; Ian Mullarney, Wayne Harris, and Bill Patton, and Superintendent Michael Garvey (arrived 5:55 p.m.)

Cale Vogel verified that the meeting was properly posted pursuant to s.s. 19.84(1) Wis. Statutes

Motion by Wensch/Kaltenberg to approve the agenda as posted. Motion Carried.

Marketing Publicity Presentation with 6AM Marketing Representatives

- The timeline of the project was discussed and the committee agreed that the end of January would be an acceptable time for the “live” launch of the marketing website.
- Committee communicated ideas for “themes” of the campaign: student-centered, athletics, recognize positives, community/pride, identity, raising the bar, now/for the future.
- Committee concurred with utilization of our school colors for campaign/website.
- Website design/aspects were recommended by the committee. Website needs to be a “one stop shop” of information related to the project and campaign. Tabs for social media, blogs, Facebook page, donation information, online pay pal, sponsorship, naming rights, renderings and specific line-item project information and progress.
- 6AM went through examples of a successful capital campaign process.

The next meeting will at December 3<sup>rd</sup>, 4:30 p.m., room 207 where 6 AM will provide examples of themes from which the Committee will choose.

Motion by Swanson/Kaltenberg to adjourn. Motion Carried.

Respectfully submitted,

Cale Vogel  
Middle School and High School Principal