



WASHOE COUNTS 2010

COMPLETE COUNT COMMITTEE

SUBCOMMITTEE MEMBERS

Stephanie Kruse (Chair)
Kevin Knutson
Chris Matthews

Adam Mayberry
Michael Moreno
Dee Schafer

**PLEASE NOTE
LOCATION AND TIME
OF THE MEETING**

AGENDA

**Complete Count Committee Public Relations Subcommittee
March 23, 2010 2:30 pm
KPS 3 Marketing, Conference Room
65 Regency Way, Reno, NV 89509**

NOTES:

1. The announcement of this meeting is posted at the Truckee Meadows Regional Planning Agency, Reno City Hall, the Washoe County Main Library, the Washoe County Courthouse, Sparks City Hall, Regional Transportation Commission Planning Office, the Washoe County Administrative Building and at www.tmrpa.org.
2. In accordance with NRS 241.020, this agenda closes three working days prior to the meeting. We are pleased to make reasonable accommodations for persons who are disabled and wish to attend meetings. If you require special arrangements for the meeting, please call 321-8385 before the meeting date.
3. The following items may not be addressed in this order. Arrive at the meeting at the posted start time to hear item(s) of interest.
4. Asterisks (*) denote non-action items.
5. Public comment is limited to three minutes. The public is encouraged to provide information on issues not on the posted agenda during the Public Comment period. The public may sign-up to speak during the public comment period or on a specific agenda item by completing a "Request to Speak" card and handing it to the clerk.

1. Roll call
2. Approval of the Agenda
3. Public comment* (See note #5)
4. Approval of the Minutes
 - A. February 25, 2010
5. Business of the day
 - A. Status Report and further direction on the action plan to implement the identified Public Relations Subcommittee strategies, including but not limited to, consideration and possible action regarding the development or further refinement of:
 1. consistent Northern Nevada educational and marketing messaging, draft drop-in articles, and talking points
 2. electronic and web based opportunities
 3. media kit and outreach activities
 4. video creation and distribution
 5. spokespersons list
 6. family vignettes
 7. a process of designating, training and scheduling of spokespersons
 8. electronic document to be distributed to faith based organizations
 9. "March to the Mailbox" strategy, and
 10. non-response follow-up
6. Discussion regarding next meeting date and requests for future agenda items

7. Written correspondence*
8. Adjournment