

**PRODUCTIVE LIVING BOARD**

**COMMUNICATIONS AD HOC COMMITTEE MINUTES**

**Wednesday, August 22, 2018**

121 Hunter Avenue, Suite 200  
St. Louis, Missouri 63124

**COMMITTEE MEMBERS PRESENT**

Anne Tolan, Chairperson  
Christine Ney

**COMMITTEE MEMBERS ABSENT**

Mary Beth Monafo  
Kimberly Tuttle  
Cordell Whitlock

**STAFF MEMBERS PRESENT**

Becky Herschbach, Executive Director  
Glen Goldstein  
Donald J. Kaufmann  
Kim Kopff  
Kathy Williams

**INVITED GUEST**

Maggie Donnelly, Standing Partnership

**GUESTS PRESENT**

Tracy Kondla, United Way

A quorum was present and due notice had been published. Ms. Tolan called the meeting to order at approximately 10:00 a.m.

**Committee Discussion Items:**

1. Role and responsibilities of the Communications Ad Hoc Committee

Becky Herschbach and the members of the Committee reviewed the role of the Committee and discussed the purpose of the Communications Strategy in relationship to PLB's Strategic Plan.

2. Review Communication Plan

Maggie Donnelly presented Standing Partnership's proposed Strategic Communications Plan.

The Committee reviewed the Plan and discussed PLB's communication goals and the current and future strategies that will be used to achieve them.

3. Website Redesign

The Committee discussed the PLB website redesign. Staff will prepare an RFP for a website content redesign consultant.

There being no further business before the Committee, the Communications Ad Hoc Committee adjourned at approximately 11:00 a.m.

Respectfully submitted,



Becky Herschbach  
Executive Director

As recorded by Kathy Williams, Executive Administrative Assistant

The above minutes were reviewed and approved by Anne Tolan, Chairperson of the Communications Ad Hoc Committee.