

PRODUCTIVE LIVING BOARD
COMMUNICATIONS AD HOC COMMITTEE MINUTES

Tuesday, September 25, 2018

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

COMMITTEE MEMBERS PRESENT

Anne Tolan, Chairperson
Mary Beth Monafó
Christine Ney
Cordell Whitlock

COMMITTEE MEMBER ABSENT

Kimberly Tuttle

STAFF MEMBERS PRESENT

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

A quorum was present and due notice had been published. Ms. Tolan called the meeting to order at approximately 11:15 a.m.

Board Action Item

1. Strategic Communications Plan

At the Communications Ad Hoc Committee meeting on August 22, 2018, the Committee reviewed the Strategic Communications Plan presented by Standing Partnership and discussed PLB's communication goals.

The Communications Ad Hoc Committee recommends that the Board accept the Strategic Communications Plan as presented.

Committee Action Item

1. Website Content Redesign Consultant RFP

The Communications Ad Hoc Committee approved issuing a Request for Proposals (RFP) for a Website Content Redesign Consultant.

Committee Information Item

1. Discussion of Key PLB Messages

Becky Herschbach and the Committee reviewed the suggested PLB messaging plan prepared by Standing Partnership.

Staff will prepare a key messaging plan to present to the Committee at their next meeting.

There being no further business before the Committee, the Communications Ad Hoc Committee adjourned at approximately 11:50 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.