



MSCOD ADA 25th Anniversary Legacy Project
Communications Committee Meeting Notes
7-8-14
1:00 – 3:00 PM

Present in room: Linda Lingen, Mark Hughes, Joan Wilshire, Pat Kiano, Marie Koehler, Gail Lundeen, Colleen Casey, Linda Gremillion

1. Introductions
2. Discussion of agenda items
3. Review 25th Anniversary Logo designs with Paula Bohte
 - Group discussion giving feedback on designs from 3 different theme categories: Heritage, Enforcement, Building.
 - Group discussion of tag line ideas to be used in conjunction with logo.
 - Group consensus on tag line “Then and now. It’s the Law!”
 - Action item: Conference call will be arranged for committee members attending the meeting to make select the final logo.
4. Proclamations from Minnesota cities
 - Update: Katie was able to meet with the mayor of her city and that mayor is working through the statewide Mayors Association to get other mayors’ participation.
5. Review of criteria for video and poster contest
 - Review of text materials drafted for the upcoming video contest. Materials included explanation of contest, entry form, rules and eligibility (include criteria), and waiver.
 - Consensus reached that committee members will review these materials in greater detail and communicate via email about them so that final

documents can be ready for roll out before the State Fair and before school starts.

- Suggestion to get the contest on KARE 11's What's Cool in Our Schools segment.
 - **Action item:** Committee members will work on finalizing the contest details so that the documents will be ready before the committee's next meeting. Colleen will continue to be the staff person working on these documents.
 - Poster/Photo contest materials still need to be developed and reviewed.
 - **Action item:** Colleen will develop poster contest guidelines and group will email each other to finalize before the next committee meeting.
 - Importance stressed to have all materials loaded on MSCOD website in time for State Fair.
 - Agreement to link this information to other websites and leverage social media to promote the contest.
 - Agreement that materials given out at the State Fair should be simple and focus on directing people to the website. Materials should be 2-sided and have the new logo on them. Plan these materials to be used in other venues as well.
 - Importance stressed of having a bigger monitor at State Fair so people can see the website and poster and video contest information while at the fair.
 - Idea offered that a press conference about the launch of the poster & video contests could draw media attention and raise excitement about the contest, hence participation in it.
 - Discussion of timeline for contest noted that the deadline needs to be set so that we can select winning entries in January 2015 and have the posters printed in spring.
6. Newsletter
 - Needs to be revised with new logo, State Fair information and poster contest added.
 7. Sponsorship requests
 - **Action item:** Joan and Pat are working on sponsorship letters now.
 8. Next meeting: **[Need to review]**

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