

## Levy Renewal Committee—12/2/18

- Welcome / Introductions / Sign-in (Collection of names, emails, and phone #'s).
- Brief discussion of recent events leading to the current levy election scheduled for Saturday, February 2, 2019.
  - Proposed school closure proceedings of Fellowsville & Rowlesburg Schools (informational meetings & public hearings).
  - Filing of waiver to the WV State BOE requesting delayed action on the proposed school closures.
  - Timelines for election process (See Attachment).
  - Progress of planning and carrying out of election (at this time all 140 poll workers have been contacted and will be placed on the 12/10/18 BOE Agenda, the 28 precinct locations have been secured, training has been scheduled with the County Clerk's Office, contracts for polling locations and poll workers are currently being processed).
- Review of Levy Call Categories (discuss each individual item and allow time for questions).
- Selection of Committee Leadership (President, Secretary, and Treasurer).
  - Leadership from the May 2018 levy call included: President: Tarrell Ries; Secretary: Robin White, & Treasurer: Jamie Bolyard.
- Review current promotional resources (i.e. links on BOE website; levy renewal committee website; tax liability chart & calculator).
  - Samples of billboard images
  - Samples of mass mailing postcards
  - Samples of radio advertisements & interviews
  - Samples of printed advertisements (Penny Saver, Table Tents, Placemats, Etc...)
  - Samples of video clips for use on social media advertisements
- Discuss club and group meeting dates in various community (schedule committee members to attend and provide information)
- Establish Committees (Fundraising, Advertising, Community Outreach) and breakdown into groups to brainstorm on ideas and discuss immediate needs and projects.
  - **Fundraising:** As per conversation with Jamie Bolyard, the committee has approximately \$925 in the bank. This total does not include two recent donations by Tim Weaver of \$500 and Mary Gainer of \$250. During the last election, Clear Mountain Bank made a financial donation and also donated advertising space on two billboards (one between Bruceton & Kingwood and one between Reedsville and Masontown). The WVEA and AFT teacher unions both made large financial contributions during the last election as well. Donations for advertising or other needs to the community can be made out to the Preston County Levy Committee.

In addition, if anyone is interested in donating to help offset the costs of the special election, Ms. Kerstetter has established a budget code for deposits.

- **Advertising:** Thanks goes out to Mike and Shelly Shaffer of Shaffer Printing who donated 1000 color printed pamphlets for distribution at two events this past Saturday in Kingwood and Bruceton. Thanks also goes out to Melissa, Addison, and Brooklyn Bolyard who helped me pass out flyers outside the Kingwood Christmas Bazaar, as well as Ange Williams and Kim Conner who helped pass out flyers at the Kingwood & Bruceton Christmas Parades. I plan to offer two information sessions at Central Preston on 12/6/18 and distribute flyers as well. We also need to distribute at the Rowelsburg Christmas Craft Show on 12/8/18. Distribution of literature at community and school ball games and Christmas programs will also be needed during the month of December. Social media videos need to be prepped ASAP for a steady stream of information to be submitted via Facebook and other web-based resources. Signage needs to be placed around the county. I currently have about 15 up in and around Kingwood. We will also need to determine if WFSP would consider completing another interview session (free of charge) and develop some radio ads for local students to record. Targeted ad space in the Penny Saver and other publications should be sought as well.
  - **Community Outreach:** We need to schedule information sessions with each of the senior citizen centers and schedule sessions with civic organizations ASAP. We only have two months and many of these groups only meet monthly. Consideration to regional public meetings at schools or other locations need to be planned and scheduled as well.
- Conclude with groups reporting out on needed action steps and discuss a date/time to reconvene.
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- **NEW LEVY SITE:** <https://pcslevy2019.weebly.com/>
  - **Information is also linked on the front page of the PCS website.**
  - **Information will also be linked to the PCS Facebook page.**