



**Minutes of the CJCC Education and Public Relations Committee
January 25, 2010**

Interim Chair Robertson called the meeting to order at 8:40 am.

Committee Members Present:

Antwayne Robertson	Betty Groenewold
Karen Engholdt	Julianne Klimetz (arrived @ 8:55 am)
Sara Carpenter	Larry Nelson (arrived @ 8:55 am)
Dave Krahn	Ron Gulotta (arrived @ 9:00 am)

Absent:

Marcia Jante
Tim Fiedler
JD Webb

Others Present:

Rebecca Luczaj Sarah Spaeth

Approval of Minutes from 10/26/09 & 11/23/09 Meetings

The minutes of 10/26/09 and 11/23/09 were approved with unanimous consent.

Update on Committee Membership Changes & Temporary Chair Position

Luczaj reminded the committee of Jante's upcoming retirement as of the first week of February and stated that her position as Director of UW-Extension will not be filled until approximately October. Therefore, an interim chair for the committee needed to be named, and Robertson accepted the temporary position. Luczaj also announced to the committee that Krahn is retiring as of February 16, 2010. Krahn recommended that Sarah Spaeth, the new Legislative Policy Advisor for the County Board, replace him on the committee. Luczaj stated she will take the new membership recommendation to the CJCC Executive Committee at their next meeting for approval.

Update on 12/11/09 Brochure Workgroup Meeting

Luczaj stated that she, Carpenter, and Klimetz met on December 11, 2009 to review the brochure feedback from UW-Extension staff that was presented at the last committee meeting in November and based on that feedback, made some changes to the brochure. Luczaj

distributed the most recent version of the brochure draft, dated December 2009, for the committee to review and comment on. The following recommendations were made:

- Remove the apostrophe in “Police Chief’s Association” on the back panel.
- Move the section on “Why Are These Programs Important?” to the top of the inside panels.
- Change the “and” to a “&” in the “CJCC Standing Committees” box on the inside panel for the Education & Public Relations Committee.
- Crop out the doorway in the picture on the inside panel.

Krahn asked if we are printing the brochures in color. Klimetz responded that we can possibly print a small batch in-house for special occasions, at a reasonable cost. Luczaj stated that there is a very small amount of money for printing in the CJCC budget, therefore the brochure needs to be e-mailed or printed in black and white as often as possible. Klimetz stated that she will be taking a picture of the CJCC at their meeting on January 27 to add to the inside panel of the brochure.

Review & Discuss CJCC Brochure Feedback from WCS Development Department Staff

Luczaj distributed a handout entitled “CJCC Brochure Feedback from WCS Development Department Staff January 2010.” Carpenter stated that she distributed the most recent brochure draft to staff within the WCS Development Department for feedback and proceeded to review the bullet points listed in the handout. Committee members commented that the suggestions for changes were great recommendations. Groenewold recommended breaking the program descriptions into bullet points on the two separate inside panels, which may be easier to read. Nelson recommended double-spacing between each description, which may be easier to read. Luczaj stated that it would be good to have the two versions to compare side-by-side at the next meeting. Klimetz commented that it is interesting to see what resonates with various groups of people who have reviewed the brochure thus far.

Update on 1/21/10 CJCC Presentation to Golden K Kiwanis Club & 2/12/10 Presentation to Atonement Lutheran Church

Luczaj updated the committee on her presentation to the Golden K Kiwanis Club on 1/21/10. She presented an overview of the CJCC to the Club, and Carpenter attended with her to present on the WCS programs that work with OWI offenders, which was of particular interest to members. Luczaj indicated that she recently added a slide on jail statistics with a graph to the PowerPoint presentation. Engholdt stated that it is a good idea to include graphs and charts in the presentation for those in the audience who are visual. Robertson asked if there are clients who come to speak with us for presentations. Carpenter said she reads testimonials as often as

she can and will often bring clients to speak at important presentations, such as the CJCC strategic planning session and Huber Study Committee meeting. Luczaj stated there were approximately 25 people in attendance and several members approached her after the meeting expressing interest in becoming community members of CJCC committees/subcommittees. Luczaj said the next scheduled presentation is to a seniors group at Atonement Lutheran Church in Muskego on 2/12/10, which was set up through a referral from Klimetz.

Next Meeting Date

Monday, February 22, 2010 @ 8:30 a.m., Room C179.

The meeting adjourned at 9:20 a.m.