

**Nevada State Board of Professional Engineers and Land Surveyors  
Minutes of the Public Outreach Committee Meeting November 8, 2019  
Held at 1755 E Plumb Lane, Suite 258, Reno, Nevada 89502**

Committee Chairman Greg DeSart, PE, called the meeting to order at 10:00 am, in Board Room, Suite 258, 1755 East Plumb Lane, Reno, Nevada 89502. Committee member Patty Mamola, PE, was present. Joining via teleconference were Becky Jolly and Dylan Stone representing Vogel Designs. Also present were Murray Blaney, Operations/Compliance, and Louisa Kern, Administrative Assistant.

**1. Introductions**

Greg DeSart, Committee Chairman  
Patty Mamola, Executive Director  
Louisa Kern, Admin Assistant  
Murray Blaney, Operations/ Compliance  
Dylan Stone, Vogel Designs  
Becky Jolly, Vogel Designs

**2. Public Comment Period**

There was no public comment.

**3. Approval of September 5, 2019, Public Outreach Committee meeting minutes**

Mr DeSart said the approval of the September 5, 2019 meeting minutes would be held until the next public outreach committee meeting. (ACTION)

**4. Discuss public outreach goals, objectives, and related strategies and tactics**

Mr DeSart said the focus of the committee is on the public outreach/social media plan presented by Vogel Designs for review, and with that we will precede to agenda item 5.

**5. Preview and provide feedback to Vogel Designs communications/public outreach/social media plan presentation to be presented at the November board meeting**

Mr DeSart said rather than previewing the presentation for the board, we would treat today's meeting as an opportunity to ask questions and provide feedback on the plan.

Ms Mamola agreed and asked Mr DeSart for his comments on the documents presented by Vogel Designs.

Mr DeSart said he had a comment first about the communication plan. He said it didn't appear to specifically address social media collaboration with PAL organizations and other professional associations. It had been discussed in the previous meetings about gathering social media administrator contact information from partners to achieve that end. Mr DeSart asked that the process of engaging with industry partners be noted, and the names of initial partner organizations be added to the communications plan before being presented to the board.

Ms Jolly said the communications plan would be edited to outline that we're going to be having mutual relationships with the organizations under the PAL umbrella and list those organizations. She said the plan would also describe how we're going to be engaging with their content and that we would be asking them to do the same with ours. Ms Jolly said it would be added to the messaging plan in the traditional outreach section. (ACTION)

Mr DeSart said in reviewing the social media document that he can understand why the initial policy would be conservative but said part of the initial discussions about the public outreach plan was to have board member participation to facilitate engagement. He said he would like to explore the possibility of relaxing the policy to allow board members to participate and to determine what level of participation would be allowed.

Ms Mamola she would get an opinion from Mr MacKenzie about the relaxing of the social media policy and possible parameters for board member participation. (ACTION)

Ms Jolly said she would add a note to the social media policy document about exploring a change in the policy as written. (ACTION)

Mr DeSart commented that the communications calendar document looked good as is.

Ms Mamola said she would get the documents back from Ms Jolly following the edits discussed and upload them to the board drop-box for the board to review and comment on at the November 16, 2019 board meeting. She said that the January 16, 2020 board meeting would be a good opportunity for the Vogel Designs team to present launch plan to the board. (ACTION)

## **6. Open discussion topics**

There were no topics put forward for open discussion.

## **7. Public Comment Period (Discussion Only)**

There was no public comment.

8. Adjourn

Mr DeSart adjourned the meeting at 10:37 am.

Respectfully,

Patty Mamola  
Executive Director

DRAFT