

NEVADA STATE BOARD OF PROFESSIONAL ENGINEERS AND LAND SURVEYORS
Minutes of the Public Outreach Committee Meeting
Held virtually (Zoom) at 4:00pm Monday, July 11, 2022

Committee members participating via video conferencing were Committee Chair Robert Fyda, PE; Karen Purcell, PE; Lynette Russel, PE and Thomas Matter, Public Member. Also joining was Derek Vogel, communications, Susan Fisher, Board Liaison.

1. **Meeting conducted by Committee Chair Robert Fyda, call to order and roll call to determine presence of quorum. Committee members: Karen Purcell, Lynette Russell, Thomas Matter.**

All committee members except Thomas Matter were present, and a quorum was determined.

2. **Public comment period.**

There was no public comment.

3. **Introductions**

All members introduced themselves.

4. **Approval of January 10, 2022, Public Outreach Committee meeting minutes.**

A motion was made by Ms Purcell to approve the January 10, 2022 POC meeting minutes, Ms Russel seconded, and the motion passed.

5. **Consider social media metrics/analytics for 2022 in comparison to previous campaign.**

Mr Vogel gave a summary of the report he wrote and distributed prior to the meeting. He explained that the report is a 6-month snapshot from January to June and continues the previous trend of focusing on 6-month periods for review. He said that based on the steady increase in followers, the program was successful.

Mr Vogel said that the webinars which were converted into videos posted to the Board website exceeded our expectations and we will consider expanding the Zoom capabilities for future webinars.

Mr Vogel recommends doing a 12-month program from July 1, 2022 to June 30, 2023. He says he already has a calendar started and will continue to build it out as partner organizations publish their calendars.

Mr Vogel also recommends using the same budget as the current budget of \$17,500 for total public outreach for the next year. Approximately \$4,000 will be allocated toward social media, which covers one to two posts per months plus incidental costs.

Ms Purcell asked what the remaining amount will be used for.

Mr Vogel replies that he doesn't know but that Patty might.

Mr Fyda opened the meeting to questions or concerns. He asked if any more YouTube videos are planned for next year.

Mr Vogel replied that it depends on what we have planned for future webinars. We'll look at making them available as videos when it's appropriate.

Ms Purcell asked about sharing partner organization activities, and Mr Vogel responded that some discretion is required. A short conversation ensued concluding with the caution that the board must be careful about commenting or reacting to social posts.

Ms Russell said she saw a speaker's bureau mentioned in the report and asked if we are pushing any associations to invite us to talk to them.

Mr Vogel responded that the speaker's bureau was part of the original campaign, but never got off the ground mostly because of covid. He recommends that we use webinars and presentations as a replacement for a formal speaker's bureau for at least the next six months or so and reevaluate then.

Mr Fyda asked if we are going to continue with the same theme for webinars or branch out, and Mr Vogel answered that we will continue with the Nevada law and ethics webinars. The frequency may change.

6. **Consider and discuss next fiscal year (July 2022 – June 30, 2023) public communications/social media efforts and available budget.**

The question about the remaining budget amount is discussed, and Mr Vogel said that he will ask Patty for clarification on that.

7. **Open discussion topics.**

None.

8. **Next meeting date and location.**

Mr Vogel said that the committee has been meeting every 6 months, which would put the next meeting at late December or early January.

There was a short discussion and early January was agreed upon.

Mr Vogel noted that Patty had joined the meeting, and asked Karen if she wanted to ask her about the budget.

Ms Purcell replied yes, and asked Patty what the remaining budget amount was allocated for.

Ms Mamola replied that it is public communications, outreach, updates to our website. She said that it's really called communications—we've renamed it from public outreach to communications. It probably includes our newsletter.

The discussion returned to scheduling the next meeting. It was noted that the board meeting is on January 19th. Several dates were discussed, and Ms Mamola said that we will follow up with the next chair of the committee to determine the meeting date. It will likely be the week of the board meeting – Monday or Tuesday.

9. **Public comment period.**

There was no discussion.

10. **Adjourn**

Mr Fyda adjourned the meeting.

Respectfully,

Patty Mamola
Executive Director