Introductions

Property Committee

City of Rathdrum – application submitted for the infrastructure grant

Annexation work still pending

The Meyer family may benefit more (through taxation benefits) through payment for the property purchase made in calendar year 2009

The Meyer family tax advisors feel the donation done in the same year of the purchase is desirable for the family – purchases made via down payments and purchase agreements should meet the needs of the family

Marketing Committee – no report other than staff will need to be identified to replace an employee that has returned to college

Campus Committee – Chuck Kinsey has moved to Minnesota

Brad and Patty have agreed to act as co-chairs

Program Committee – Jason Green

Committee creating a survey to gauge student interest in specific programs – survey design and target demographics are being developed

Current focus – health careers, welding, automotive, and construction

Open discussion – Chair Paul Anderson opened the meeting to general discussion

Ron Nilson expressed concern that the private sector attendance has diminished, and that the education/public sector is more prevalent

Ron also suggested that Robert Ketchum be contracted by KTEC – to help with communication with the private sector – to develop a marketing plan that will help the private sector develop their voice behind the KTEC project – Dr. Ketchum would be paid by local manufacturers
There was a great deal of discussion on how the levy campaign should be conducted and the need for a marketing plan

Suggestions included:

The business community must continue to be the face of KTEC

Public service announcements featuring our business leaders

Need to clarify that this is not a bonding effort, it is building levy – with one election held in each of the three districts

The three districts need to work in concert on the pre-election marketing campaign

Marketing committee should become the campaign committee – possibly gearing up in December

KTEC we will need money to run a campaign – $7,000 to $10,000

We need to identify parents of students that are not necessarily going to attend KTEC – to be vocal support of the levy campaign

Need a speakers committee – voices to share the message

Need a KTEC web site – with a blog

Facebook – Friends of KTEC (Vicki volunteered to help with this effort)

Involve students in the campaign

Next steps – develop strategic plan and committees to accomplish specific tasks

Need the architect and a building plan for the marketing effort

Next Meeting: Friday, November 13thth, 1:30pm, Midtown Center