



Conservation District of Southern Nevada
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MINUTES

Conservation District of Southern Nevada Marketing Plan Meeting

Conservation District of Southern Nevada – 5820 S. Pecos Road A-400
February 14, 2007 – 1:30 p.m.

Attendees:

Supervisor Jodi Bechtel, Chair
Supervisor Judy Currier, Vice Chair
Supervisor John Hunt, Treas./Secretary
Supervisor Jon Wardlaw

Wilisha Daniels
Jennifer Szwejbka
Kim Vilt

OPEN MEETING

Consent Agenda: Consent Agenda items are considered by the CDSN Board to be routine and may be acted upon in one motion. However, the Board may discuss any consent item individually if requested when the Consent Agenda is considered for approval. (Action item)

1. Compliance with Nevada Open Meeting Law
2. Approval February 2007 Agenda
3. Introductions

Supervisor Bechtel called the meeting to order at 1:55 p.m.

Supervisor Wardlaw moved to approve the consent agenda. Supervisor Currier seconded the motion. The motion passed.

Business Agenda:

4. Review Brochure and Work Plan (Discussion/Action Item)

Staff pulled brochures, handouts, posters and booklets that were printed over the past several years for the Board to review. Supervisor Currier asked who our audience was for the new brochure, and if it is for the general public or partners. The Board decided our brochure would target the general public and our newsletter would target our partners. Supervisor Bechtel suggested that we create one piece that will compliment the newsletter. Kim suggested we create different panels in the brochure/newsletter that say who we are, what we have done and what we can offer. Supervisor Wardlaw suggested developing a briefing tool for the Board, and identifying three topic areas to cover in the brochure.

Supervisor Bechtel stated we needed a brochure to show what we do. Supervisor Wardlaw stated we needed something to give to our partners and to the general public. Supervisor Currier stated that CDSN historically found needs in the community and generated funds for the needs. Supervisor Hunt stated he would like to see us identify current needs and move forward with a project. He also asked if there is an area we want to specialize in. Supervisor Currier stated some areas are addressed and we need to look into areas that are not covered. Supervisor Wardlaw suggested that we get involved in energy conservation/generation, and there are many project opportunities in that area. Kim stated the brochure would put us out in the community and give us more exposure for project opportunities. She suggested creating one glossy brochure to generate interest. Supervisor Wardlaw suggested we list a graphic/icon that represents each project/program of accomplishments, and develop an attractive brochure. Supervisor Currier stated that the 2004 annual report received many compliments, and we may want to use the same look for our brochure. Supervisor Currier stated that we need one brochure that will say what we do, and refer the community to our website. Supervisor Wardlaw stated we help to make connections between the doers and providers. Supervisor Currier stated that we also work with agencies to meet the goals of the

agency and of CDSN. Supervisor Bechtel stated that we can also offer project coordination to agencies. Supervisor Currier stated that we can offer implementation of projects for multi-agency efforts. She also suggested that staff ask DAQEM, Flood Control District, Las Vegas Wash and other programs/projects we have or are working on to describe what CDSN provides for their agency. Supervisor Wardlaw suggested that we quote their responses and add it to the brochure. Supervisor Currier suggested that we highlight Acacia, Moapa and the DAQEM program/projects in the brochure. Supervisor Bechtel suggested adding past projects to the brochure as well. Supervisor Wardlaw stated we should include our successful projects in the brochure. Kim stated she recently read a book about the dust bowl and the effort to bring communities together, and it describes our importance to the community. Supervisor Currier stated we should include a book report in the next newsletter. Kim will continue to work on the brochure and provide a draft for the Board to review at the next meeting.

5. Next Meeting Date (Discussion/Action Item)

The next Board meeting is scheduled for March 21, 2007 at 1:30 p.m. in the CDSN conference room.

6. Agenda Items (Discussion/Action Item)

- Brochure Review

7. Adjournment (Action Item)

Supervisor Wardlaw made a motion to adjourn. Supervisor Currier seconded the motion. The motion passed. The meeting was adjourned at 2:38 p.m.

Respectfully Submitted,

John Hunt, Sec./Treasurer

Date