



Burleigh-Morton COVID-19 Task Force
Public Education & Awareness
MEETING NOTES
Tuesday, September 29, 2020
2 PM via Teams

Present: Adam Roper, Gloria David, Kalen Ost, Kelly Churchill, Marnie Piehl, Mary Van Sickle, Maxine Herr, Paula Redmann, Renae Walker, Trish Helgeson.

I. Meeting Welcome

II. Meeting Item Wraps from Previous Week

- Task Force Meeting
 - No actionable requests.
- Steering Committee Meeting
 - No actionable requests.
- Healthcare/Testing Strategy/Contact Tracing
 - No actionable requests.
- Education Institutions & Activities
 - Trish Helgeson said that if the subcommittee was still looking for ways to use Agency MABU's pro bono time, a video featuring students talking about they want to stay in school and what safety precautions may be needed to accomplish this may be impactful.
- Underserved Populations
 - No actionable requests.
- Business Community
 - No actionable requests.

III. Subcommittee Requested Action/Discussion Items

- Pursuing Questions from the Community
 - Trish Helgeson will add the question and answer component to the landing page, as well as activate the blog and link to a handful of articles that have appeared in local media. She also suggested that several good quotes came out of the previous task force meeting and those quotes, attached with a photo of the individual saying them, could be a component to the landing page.
 - Stories from the community
 - No actionable requests.
- Mascot invitation follow up
 - The mascot video invitation has been shared with a variety of organizations in the community, as well as with media. The subcommittee will monitor for any video updates that

- may appear in the community.
- Business subcommittee interest in printed items
 - Maxine Herr reached out to the Business subcommittee and there was a request for a small quantity of printed items. Trish Helgeson suggested that 75 copies of posters could be printed and then distributed to organizations such as the Chamber or the Downtowners for dissemination to area businesses. Maxine will reach out to the Business subcommittee again to see if there has been an increase in interest for the printed pieces before assets are printed.

IV. Agency MABU Action/Discussion Items

- Phase 2 Content Updates
 - Trish Helgeson reported that the landing page received an updated look with the graphic showing the talent from the television spot. Newspaper and magazine ads are scheduled to begin running this upcoming weekend. A radio spot was developed from the television spot and will be shared with Mary Van Sickle for dissemination through Dakota Media Access. An updated social media organic content calendar has been shared with Kalen, who will send it out shortly.
- Phase 1, Phase 2 analytics
 - Phase 1 wrapped at the beginning of the week. The campaign targeted ages 20-39 and reached 380,000 impressions with 1100 click throughs. The landing page received 2200 page views since launch. Phase 2 will expand the age groups and target more people. At the end of the campaign, Agency MABU will generate a full report to capture as much data as possible. Traditional mediums may be harder to quantify than digital mediums.

V. For the Good of the Order

- No items brought forth.

VI. Next Subcommittee Meeting Date/Time

- October 6, 2020 at 2 p.m. via Teams

VII. Adjourn

- Meeting adjourned at 2:54 p.m.

Respectfully submitted,

Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health