

Department of Human Services

117 East Fifth Street
P.O. Box 100
Washburn, WI 54891-0100



FROM: Carrie Linder, Aging and Disability Services Manager

DATE: November 16, 2021

RE: **Meeting Notice**

The Bayfield County Department of Human Services A&D Transportation Coordinating Committee will meet on **Wednesday, December 8, 2021 at 3:00 p.m.** Due to COVID-19 and the pandemic, remote access to this meeting will originate from Conference Room A, lower level of the Courthouse in Washburn. In the interest of public safety, please attend remotely, if possible. Public participation remote access is available via phone, 715-318-2087, at the start of the meeting and entering participant code 376643476 followed by the # sign. TCC members will receive an invitation via Microsoft Teams.

Notice is hereby given, in the event the standing committee does not have a quorum, the County Board Chair or Vice Chair may act as an ex officio member (County ordinance, Chapter 3, section 2-3-1(c)).

Any person wishing to attend who, because of a disability, requires special accommodations should contact the Department of Human Services at 715-373-6144, extension 110, at least 24 hours before the scheduled meeting time so appropriate arrangements can be made.

The agenda includes: Call to order; Review of the November 9, 2021 Meeting Minutes; Marketing Plan; Motion to Adjourn.

cc:

Post (bulletin board and website)

E-Mailed:

Dennis Pocernich, County Board Chair
Lynn Divine, County Clerk
Human Services Board
Elizabeth Skulan, BCDHS Director
Management Staff
Daily Press

**BAYFIELD COUNTY DEPARTMENT OF HUMAN SERVICES
TRANSPORTATION COORDINATING COMMITTEE**

**Carla Becker (Vice Chairman)
Mary Dougherty (Chairman)**

**Carrie Linder
Beth Probst**

**Perri Shuga
Jeff Benton**

Jeremy Oswald

RE: December 8, 2021, A&D Transportation Coordinating Committee Meeting

Notice is hereby given, in the event the standing committee does not have a quorum, the County Board Chair or Vice Chair may act as an ex officio member (County ordinance, Chapter 3, section 2-3-1 (c)).

Dear Committee Members:

Please be advised that the monthly meeting of the Bayfield County Department of Human Services Board will be held on Thursday, October 28, 2021, at 4:00 p.m. Due to COVID19 and the pandemic, remote connectivity is available. The meeting will originate from the Emergency Operations Center (EOC) in the Annex of the Bayfield County Courthouse, Washburn, Wisconsin. Remote participation is available via Microsoft Teams or by phone using 1-715-318-2087 and conference ID 399 010 920#.

Any person planning to attend who, because of a disability, requires special accommodations, should contact the Department of Human Services at 715-373-6144, at least 24 hours before the scheduled meeting time, so appropriate arrangements can be made.

The agenda for the meeting is as follows:

AGENDA

1. Call to order
2. **Discussion and Possible Action** – Review of the November 9, 2021, Meeting Minutes
3. Work on marketing plan
4. Motion or Chair Statement to Adjourn

Thank you!

Sincerely,

Carrie Linder
Aging and Disability Services Manager

c: Bayfield County DHS Transportation Coordinating Committee Members

**BAYFIELD COUNTY DEPARTMENT OF HUMAN SERVICES
TRANSPORTATION COORDINATING COMMITTEE
MICROSOFT TEAMS MEETING
11/09/2021
3-4 PM**

DRAFT

Committee Members Excused:

Committee Members Present: Beth Probst, Jeff Benton, Mary Dougherty, Perri Campbell-Shuga, Jeremy Oswald, Carrie Linder

Committee Member Absent: Carla Becker

Staff Present: Jenise Swartley

Other Present: Pat Daoust, Sherri Nutt

1. Call to Order and Introductions

Mary Dougherty called the meeting to order at 3:01 PM.

2. Discussion and Possible Action – Review of the October 12, 2021, Meeting Minutes
Motion by Beth, seconded Jeremy, motion passed.

3. Develop marketing plan

Mailings

Committee members reviewed a quote from ProPrint. The quote is for printing and the mailing list but does not include the cost of postage. Committee decided against a EDDM because of the extra efforts of counting and bundling. ProPrint will take care of the mailing. We have mailing lists from both Heart Graphics (6,000ish) and ProPrint (5500ish). Why are the numbers different? Which one do we go with? Should we include addresses with a 54806-zip code? With 54806 addresses, the count is closer to 9000. This is a new program, so it is probably best to include 54806. There is no harm with sending more than necessary—we have the budget for it. Carrie and Pat will decide on printing, costs, etc.

Postcard Design

Committee members discussed naming the program. Bayco Door2Door – BART Van Service. The postcard should be 5 x 7. Key information and logos on the back. Description of service, phone number, and how to arrange service, hours of operation, and cost should all be included. Sherri and Pat will type up the information for the back. The postcard can be used to get the first trip (one-way) free with an expiration date of 2/28. One use per person. Need to double check the margins before print and send it to the company ahead of time to ensure nothing gets cutoff when printing it. Jenise will design the card as well as social media posts and a flyer. Committee members will communicate via email to edit the designs.

Timing

Committee members discussed when to sending out the mailing. Holiday season already has a lot of mail and closer to start date might be better. Heart Graphics takes 5 or so weeks, and ProPrint takes 2 to 3 days. Target for the postcards arriving between Christmas and New Year's. Ideally, it will be

dropped in the mail on Dec. 24th. Final card needs to be ready by December 3rd. The publishing dates for Bottomline News are Jan. 12 & Feb 9th. Will also submit something to ADP, RedCliff Newsletter, Evergreen Ads, and Iron River Connection.

Other Outreach

It works well to reach out to the town clerks to get it out on their social medias and share it with people as they interact with them. Need to design a social media post and flyers for churches, libraries, etc. Sherri (BART Mobility Manager) can go out in the community to educate people about this service and hang the flyers up. Postcards for meals on wheels & local food pantries—maybe add magnets to them. Jenise and Mary will look into magnet costs.

Next Step

Continue developing a marketing plan at next meeting, including how each transportation option in the county is marketed.

Future Meeting Date

December 8th 3-4 PM

Adjournment

Motion by Beth, second by Jeremy to adjourn at 4:13 PM, motion carried.

Minutes respectfully submitted by Jenise Swartley.