

**General Discussion: June 22, 2017**

**2:00 p.m. – BCC Conference Room**

Commissioners Simon G. Hare, Lily N. Morgan (absent), and Daniel E. DeYoung; Rikki Perrin, Recorder

Chair Simon G. Hare called the meeting to order at 2:00 p.m.

**1. County Public Relations**

Dan Buck, Moving Mountains CEO, to discuss proposal for Digital Media Takeover

Commissioner Hare opens discussion regarding Digital Media Takeover and the importance of media in public relations on a social media platform. Media would be used to educate the public about where their general funds are being used. Commissioner Hare expressed Commissioner Morgan's desire to have the County Facebook page up to date. Commissioner DeYoung would like to see the perception of the county in the public's eye changed. He would also like the community to be informed about where their tax dollars are being spent, and branding for our county established. Dan Buck shared on appealing to all audiences, effectively communicating pertinent information by driving traffic to the county website and making the website user-friendly. Commissioner Hare discussed the need for navigation through mobile devices making information easy to find for mobile users. The website would become the answer to questions from the public. Commissioner DeYoung asked how the success of this program could be measured. Dan Buck explained that data collection can happen within fifteen minutes of posting and traffic can be driven toward targeted areas, as well as targeted audiences can be driven toward specific events.

**2. Other (ORS 192.640(1) “. . . notice shall include a list of the principal subjects anticipated to be considered at the meeting, but this requirement shall not limit the ability of a governing body to consider additional subjects”.)**

None heard

The meeting adjourned at 3:16 p.m.