



RURAL LAND MANAGEMENT BOARD EDUCATION & OUTREACH COMMITTEE

Special Meeting Agenda

Monday, February 25, 2019 - 3:00 p.m.

5th Floor of Phoenix Building

- I. Attendance**
- II. The Promotion and Marketing of the PDR Program and its Brand to our Community as a Whole including enlisting owners of newly acquired easements to make presentations regarding their farm, and exploring new branding and farm signage**
- III. Opportunities to realize “free media” or “earned media” through third-party endorsements such as word-of-mouth, public endorsements, letters to the editor, news releases, social media, et cetera; and opportunities to utilize LEXTV in these efforts as well**
- IV. Commence targeted public relations efforts which focus on particular communities in Fayette County, namely land owners, farmers, land conservationists, and anyone with an interest or responsibility in long-range planning policy**
- V. Working with our Rural Land Management and other LFUCG staff to execute and achieve the committee’s goals and objectives including the PDR webpage on the LFUCG website**
- VI. Research potential for new graphic design for self-explanatory signage for properties under easement to better explain what “PDR” means.**
- VII. 2019 Meeting Calendar**
- VIII. Adjournment**



