ALPMC Public Relations / Signage Committee
1/22/15 10:00 am

Attendance: Steve Keto, Cam Vossen, Paul Scott, Susan Andress, Lauri Holmes.

Long Term Vision:

1. **Vision:** Install Asylum Lake Preserve Identity Signage.
   **Action:** Purchase and install three large “Welcome to Asylum Lake” signs one at each main entrance, Drake, Parkview and Winchell.
   **Note:** Sign designs and quotes from 2012 are available from WMU sign shop.
   **Budget:** $3000,
   **Note:** This project and budget was previously approved by ALPMC.

2. **Vision:** Develop and support Asylum Lake website and mobile phone application.
   **Action:** Support student or staff website maintenance personnel. Promote improvements and maintenance of Asylum Lake mobile phone application developed at WMU.
   **Budget:** $1800
   **Note:** The website maintenance budget was previously approved by ALPMC.

3. **Vision:** Develop and install Preserve wayfinding and informational signs.
   **Action:** Develop content, design, locations, construction and installation details for all signs.
   **Budget:** $5000,
   **Note:** This project and budget was previously approved by ALPMC.

4. **Improve Community Outreach and Public relations.**
   **Action:** More active development and distribution of information and publicity about the Preserve through various media and events. Build relationships with like minded groups.
   Development of a mock up trifold brochure for discussion was agreed upon.
   **Budget:** N/A

**Other Priorities discussed:**
   a. Large Asylum Lake Preserve sign at the corner of Drake and Parkview.
   b. Informational literature box.
   c. Fundraising for public relations budget through memorials signage.

**Total Budget $9800**
**Note:** This budget total has been previously approved by ALPMC for signage and public relations but no money has been spent on these projects as of 2015.