

Report to WAAO Executive Board for Dec. 7th, 2009 Quarterly Meeting

The committee met after the Milwaukee Assessor School.

We reviewed the purpose and duties from the executive handbook and decided they were appropriately worded.

We discussed the property tax awareness goals from the Ad Hoc committee. Discussion on when and how the PR Team should act led to many voices of concern over the DOR proposed changes to property tax administration.

Suggestions to encourage our members to join WAAO discussion group through LinkedIn, and encourage them to inform their legislators. Since some of our members work in multiple areas, they can find legislators specific to a locality at <http://wims.legis.state.wi.us>. Since details of the plan are not yet know, and the handouts at the Milwaukee Assessor School clearly spoke of a county assessment proposal, PR Team action was unclear at that time. We felt that work on a policy statement and alternative proposal should immediately begin.

WAAO T-shirts discussion took a back seat, and until final details of DOR plan are known, have been placed on hold.

Legislative Day 2010 has been set for Wednesday, February 3. I worked on a preliminary handout sheet for members, but wish to wait until after Round Table discussion with Sec. Ervin.

Information from 2009 WAAO Award winners have been sent to publications requested by the award winners.

Each committee member expressed great concern over the DOR 5 year plan. Steve Miner and Les Milde immediately began to work to inform the executive board of the many concerns.

Les Milde

WAAO PR Committee Meeting

Location: WCTC - Pewaukee
800 Main Street
Pewaukee, WI 53072

Meet at cafeteria or available room?

Date: November 11, 2009

Time: 1:00 pm

Agenda:

Welcome all

Introductions

Property Tax Awareness goals

Public Relations Team Role Discussion of new 5 year plan from DOR

WAAO T-shirts and fund raising for WAAO

Legislative Day 2010

2009 WAAO Officers & Award Winners

Promoting Assessment Profession- "What Assessors Do"

PR Manual

Old Business

New Business

Minute Taker: Les Milde

Property Tax Awareness Goals

Discuss PR TEAM Goal:

Suggestion:

Inform the public about **property tax issues** that impact them as taxpayers.

When should PR TEAM act:

Suggestion:

When a major change is proposed that has major impact statewide on taxpayers.

How can PR TEAM accomplish our goal without incurring major expense:

Suggestion:

Press release on municipality websites that can point to WAAO website site.

Question: When there is state wide impact, we can promote WAAO to assessors who are not members, and their communities. Any ideas on how to do that?

Public Relations Team 2010 Role Discussion of new 5 year plan from DOR

Suggestions:

Encourage our members to join WAAO discussion group through LinkedIn.

Encourage membership to inform their legislators. Some of our membership work in multiple areas. This link will help them find a legislator specific to a particular locality: <http://wims.legis.state.wi.us>

Encourage members to inform the individual municipalities by providing a form letter.

Should WAAO try to inform the general public, and if so, when?

WAAO T-SHIRTS and FUND RAISING for WAAO

In looking at the purpose, goals, and duties of the PR Team, T-shirts could be a fun and creative way to promote WAAO. WAAO involvement in amicus briefs and an aging and possibly shrinking membership will put pressure on membership fees. Getting creative

about funding WAAO will become more important in the future. I had mentioned this informally and received a better response than I had anticipated.

Suggestions:

T-shirts, sweaters, jackets as promotional items.

T-shirt design contest.

T-shirts for Legislative Day 2010 as fundraiser?

PR Team involvement in fund raising.

Companies can donate promotional items like WAAO pens, clipboard calculators, etc. for sale to everyone.

Thoughts on this?

Amicus Brief donations are a bit more complicated. We need a way to contact the municipalities that have specifically affected properties, and encourage them to help us fight bad court decisions.

Thoughts on this?

WAAO Legislative Day 2010 Wednesday Feb. 3, 2010

Sec Ervin's announcement of a 5 year plan to implement county systems should make this an extremely important function.

Sign Up Sheet
WAAO Email
Meeting Place

Additional promotional ideas

2009 WAAO Officers & Award Winners

Heather sent out requests from award winners and sent the following:

2009 Public Program Information Award (City of Wausau Assessor and Assessor's Staff)

2009 Distinguished Research and Development Award (City of Oshkosh Assessor Offc.)

Promoting Assessment Profession – “What Assessors Do”

Heather and I started scripting for this project. There is still a lot of work to do for this project. Shortly afterward, Sec. Ervin’s 5 year plan was announced. At the risk of our effort needing to be retitled “What Assessors Use to Do”, I think we should place this project on hold. Possibly, later in 2010, when more details are known, we can renew this project.

Possibly, in the future, WAAO will help craft improvements to our current assessment system, and we should save our efforts for building a WAAO presentation to present that system to local municipalities.

Any thoughts?

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Any thoughts on PR Team helping Steve Miner to redesign WAAO website?