

Public Relations Ideas / Timeline for

Highway Facilities Study

(County staff to coordinate meetings and complete tasks, except as noted.)

DATE	TASK / EVENT
Dec. 15, 2009	County Board Presentation (Trevor Frank, SEH)
Jan. 4, 2010	List of Frequently Asked Questions prepared. (Trevor Frank, SEH)
To follow FAQ	Prepare informational display boards for use at meetings and presentations
To follow FAQ	Prepare monthly Press Release
Jan. 4, 2010	Highway Facilities informational webpage established on the Calumet County website www.co.calumet.wi.us under the Highway Department.
Jan 21, 2010	Department Head meeting held at the Chilton Highway facility
1 st quarter 2010	Implement Public Relations Plan
Feb. 10, 2010	Open House / Public Informational Meeting at the Chilton Highway Shop for Town leaders (1:00 p.m.)
Feb. 16, 2010	County Board tour of the Chilton Highway facility (8:45 a.m.)
Feb. 23, 2010	Open House / Public Informational Meeting at the Chilton Highway Shop for City / Village officials (5:30 p.m. – 7:30 p.m.)
Feb. 25, 2010 and Mar. 6, 2010	Open House / Public Informational Meeting at the Chilton Highway Shop for general public (Feb. 25 from 9:00 a.m. – 10:00 a.m., 3:00 p.m. – 4:00 p.m., and 7:00 p.m. – 8:00 p.m. Mar. 6 from 9:00 a.m. – 11:00 a.m.)
2 nd quarter 2010	Pursue site development / purchase land (after approvals in place)
April 15, 2010	Presentation of Highway Facilities Study at Town's Association meeting (Town of Charlestown meeting location)
May 13, 2010	Presentation of Highway Facilities Study at County/Municipal Intergovernmental meeting (location to be determined)
3 rd quarter 2010	RFP for architect to design facility
4 th quarter 2010	Create financial plan and bond issuance by County Board
2 nd quarter 2011	Begin construction of new facility