



**Burleigh-Morton COVID-19 Task Force  
Public Education & Awareness  
MEETING MINUTES  
Monday, August 24 2020  
4:30 PM via Teams**

**Present:** Adam Roper, Gloria David Kalen Ost, Marnie Piehl, Mary Van Sickle, Maxine Herr, Mike Mabin, Paula Redmann, Renae Moch Renae Walker, Trish Helgeson.

**I. Meeting Welcome**

**II. Strategic Discussion and Data Share with Agency MABU about Campaign Ideas**

- Mike Mabin and Trish Helgeson introduced Agency MABU to the subcommittee and explained that the organization has been tasked with providing content and support to the subcommittees and the task force at large. Renae Moch shared three items raised by the steering committee as key focus points: mask wearing, compliance with isolation and quarantine and large gatherings. Mike Mabin explained that MABU would be putting together a campaign that will create a unified theme, messaging strategy and branded theme. Part of this campaign is providing the task force and its subcommittees resources that can be used for existing efforts. This will include messaging and materials to support the business community in joining in this effort. Moving forward, the subcommittee will meet with the Agency MABU creative team at the August 25 meeting and the initial campaign ideas will be revealed.

**III. Next Meeting Date/Time**

- August 25, 2020 at 2 p.m. via Teams

**IV. Adjourn**

- Meeting adjourned at 5:14 p.m.

Respectfully submitted,

Kalen Ost  
Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health