



Burleigh-Morton COVID-19 Task Force
Public Education & Awareness
MEETING NOTES
Tuesday, October 6, 2020
2 PM via Teams

Present: Gloria David, Kalen Ost, Marnie Piehl, Mary Van Sickle, Maxine Herr, Paula Redmann, Renae Walker, Trish Helgeson.

I. Meeting Welcome

II. Meeting Item Wraps from Previous Week

- Task Force Meeting
 - No actionable requests.
- Steering Committee Meeting
 - No actionable requests.
- Healthcare/Testing Strategy/Contact Tracing
 - No actionable requests.
- Education Institutions & Activities
 - No actionable requests.
- Underserved Populations
 - No actionable requests.
- Business Community
 - No actionable requests.

III. Subcommittee Requested Action/Discussion Items

- Pursuing Questions from the Community
 - The Q&A section was introduced on the landing page blog page over the weekend and a request for COVID-related questions was pushed through the BBPH and Custer Health social medias earlier in the day. At the time of the meeting there had not been any questions generated. No further questions were generated by the subcommittee, and the group will wait to see what questions are generated by the public.
- Mascot invitation follow up
 - The first mascot invitation video was created and shared on Friday, from the Bismarck Bobcats. Bismarck State College is expecting to share its video later in the week. Organizations have until oct. 15 to share their videos.
- Convalescent Plasma Messaging
 - Adam Roper, who inquired about this for the meeting, was not able to be present. Kalen Ost will reach out to him following the meeting to see for sure what he was looking

IV. Agency MABU Action/Discussion Items

- Phase 2 Content Updates
 - Phase 2 started on September 28. In the first week of the campaign, digital media saw more than 280,000 impressions, with more than 1,000 click throughs on the website, helping to generate 2,200 users on the landing page over 2,700 sessions.
 - There are three messages running each week during Phase 2, to keep the look fresh. The viewing and completion rates for the television ad on YouTube, Facebook and ConnectedTV were high, exceeding industry averages.
 - The 'Invincible' vignette has just been finished and Trish Helgeson was going to be able to send it to the group following the meeting. Ads in the Bismarck Tribune started running the previous Sunday.
 - More than 100 posters will be printed and distributed to the Convention and Visitors Bureau, Chamber of Commerce and Downtowners Association.
- Landing Page Content Location After Dec. 31, 2020
 - Kalen Ost will pose the question at the upcoming task force meeting, if there is a preference as to how the landing page content is utilized after the December 31 contract conclusion. Migrating content to the City of Bismarck site, as well as the Custer Health site may be an option, however it may be appropriate to include a disclaimer as to when the content was created, due to the ever-changing nature of COVID-19.
- Pro Bono Project
 - Due to the landing page and organic calendars that were out of project scope, as well as the amount of hours that have been dedicated to the project, much of the pro bono hours may have already been utilized. Mike Mabin and Keith Hunke were planning to meet to finalize numbers.

V. For the Good of the Order

- No items brought forth.

VI. Next Subcommittee Meeting Date/Time

- October 13, 2020 at 2 p.m. via Teams

VII. Adjourn

- Meeting adjourned at 2:41 p.m.

Respectfully submitted,

Kalen Ost

Emergency Preparedness Information Specialist, Bismarck-Burleigh Public Health