

From: [Drew Perkins](#)
To: [BCRSD Custodian](#)
Subject: April 2026 Marketing Campaign for BOT
Date: Friday, April 17, 2026 3:02:00 PM
Attachments: [image001.png](#)

Board Members,

I wanted to provide a brief update on several projects and initiatives currently underway.

Temporary Headquarters Transition: Efforts are ongoing to prepare for the district's temporary relocation. This includes developing exterior and interior signage for the new location and coordinating IT-related setup to ensure operational readiness.

Branding and Materials Development: New business cards have been designed and produced, and the BCRSD logo has been rebuilt to support consistent and updated branding across all platforms. Work has also been completed in coordination with Angela to develop apparel and branding materials for staff use.

Public Outreach and Communications: An email blast has been distributed to customers regarding the temporary office relocation. Additionally, materials for the BEC Movie Night outreach event have been finalized to support public engagement and communication efforts.

Billing and Vendor Coordination: Continued coordination with third-party vendors is underway to support billing and payment processing improvements. Work is also ongoing with Muni-Link to address and resolve data conversion issues as part of the system transition.

Website Management: Updates and general maintenance of the district website remain ongoing to ensure accurate and accessible public information.

Please feel free to reach out if you have any questions or would like additional detail on any of these items.

Best regards,



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