

# Tompkins County Public Information Advisory Board

## Meeting Minutes

January 13, 2026 @ 1:00 pm via Zoom

### Attendance

Voting Members:	Kate Supron, Linda Holzbaur, Paul Boyer, Carissa Parlato, Ron Van Ormer
Non-Voting Members:	Monika Salvage
Guests:	Kay Wagner

The minutes from the 11/18/25 meeting were reviewed and approved.

### Reports

Name	Topic & Activity	Action Steps
Monika	<p>2025 Communications Report</p> <ul style="list-style-type: none"><li>- Live streamed 172 meetings</li><li>- Total 300+ hours of video streaming</li><li>- 25K YouTube views</li></ul> <p>Launched new website</p> <ul style="list-style-type: none"><li>- Provided support &amp; training</li><li>- Tracked 253K visitors</li><li>- 80 press releases sent out and resulted in more than 700 published news articles and broadcasts</li><li>- Published 3 video projects</li><li>- More than 40 photo shoots</li><li>- 35K newsletter subscribers</li></ul> <p>Strategic Plan goals presented</p> <ul style="list-style-type: none"><li>- How to increase constituent knowledge about county services on the website?</li><li>- Can the board help with how to gauge knowledge of public services?</li><li>- Paul suggested using public and local media to get the word out about public services.</li></ul> <p>PIAB legislative liaison will be assigned in February/March.</p>	<p>Board</p> <ul style="list-style-type: none"><li>- Bring ideas to the table for increasing public awareness about county services accessible on the website</li></ul>

	<ul style="list-style-type: none"> <li>- Communications and Human Resources departments moved to Green St location in preparation for new construction</li> <li>- Mandatory board sexual harassment training to be sent</li> <li>- Developed and implemented new internal communication support system that receives about 60 departmental requests a month</li> </ul>	
Monika	<p>America's 250 anniversary</p> <ul style="list-style-type: none"> <li>- NYS has allocated \$15K to Tompkins County for celebration related activities with other nonprofit orgs</li> </ul>	<p>Board</p> <ul style="list-style-type: none"> <li>- Brainstorm ideas and focus conversation for distributing funds at next PIAB meeting</li> <li>- Need to note process for allocation of funds availability announcements and distribution</li> <li>- Idea briefly discussed for building public events calendar for celebration activities</li> </ul>
[Name]	<p>[Topic]</p> <ul style="list-style-type: none"> <li>- [Discussion]</li> </ul>	<p>[Who]</p> <ul style="list-style-type: none"> <li>- [Action steps]</li> </ul>
[Name]	<p>[Topic]</p> <ul style="list-style-type: none"> <li>- [Discussion]</li> </ul>	<p>[Who]</p> <ul style="list-style-type: none"> <li>- [Action steps]</li> </ul>

The meeting adjourned at 2:12 pm.