

**Monadnock Regional School District
Community Relations Committee Meeting Minutes
July 7, 2020
ZOOM Virtual Meeting, Swanzey, NH**

Members Present: Cheryl McDaniel-Thomas, Betty Tatro, and Scott Peters. **Absent:** Dan LeClair.

Also Present: L. Witte, Superintendent and Laura Aivaliotis, Recording Secretary

1. **Public Comments:** There were no public comments.
2. **Approval of Minutes: MOTION:** C. McDaniel-Thomas **MOVED** to approve the June 2, 2020 CRC Meeting Minutes as presented. **SECOND:** S. Peters. **VOTE:** Unanimous for those present. **Motion passes. (B. Tatro arrives)**
3. **Policy Review:** C. McDaniel-Thomas explained she was not able to connect with K. Noonan for clarification on the policies. C. McDaniel-Thomas asked if the committee would like to move forward. S. Peters asked if the committee would like to wait to move forward and put this on the agenda as a standing item. The timeline and the goals are priority.
4. **Draft-Communication Plan:** C. McDaniel-Thomas presented a Communication Plan draft to the committee. She said she included all of the information the committee discussed at the last meeting. She was able to fill in the cost of some of the items because she knew them. The committee would have to put in the when and time on each method of communication. C. McDaniel-Thomas said she does not believe the CRC should send out anything to the public without the permission of the Board and the Superintendent. C. McDaniel-Thomas did hear back from J. Morin on the amount the Board has in their account. There is \$10,000.00 and the Board has used it annually. We may need to ask the Board for more funds for advertising. S. Peters said it is true no person or committee has authority without the Board's permission. He does believe the CRC and the Fin/Fac have been empowered. B. Tatro does believe the CRC has authority but would like the information to go through the Superintendent. C. McDaniel-Thomas would agree. B. Tatro would like the Board and the Superintendent to be

notified. S. Peters asked what is the flow. L. Witte explained it is the Board to the Superintendent. There have been times when she has written something and gets it out. S. Peters said we need a more robust campaign. The content is the work of this committee. Something so enormous needs to be the work of this committee. L. Witte said she is referring to smaller items. When it comes to bigger things it needs to be done by this committee and the Board. S. Peters asked if we record a video and post it on YouTube under a District account. L. Witte said yes. S. Peters suggested adding cable TV to the media options on the draft. C. McDaniel-Thomas asked about local newsletters. It was commented they did not go very well but do not overlook it. S. Peters asked about the listening sessions. L. Witte explained they were not very well attended but there is information on the website. S. Peters asked about the call system to get the message out to all students. He asked if there are any electronic push methods the town uses. C. McDaniel-Thomas said the Town of Swanzey has an emergency system and she does not believe they would let the school use it for that reason. It was mentioned Troy and Fitzwilliam have Facebook pages. They were added to the list. C. McDaniel-Thomas suggested a link at the Town of Swanzey's page to direct them to the school construction plan. L. Witte explained the District uses Silver Direct for their pamphlets. The pamphlets should include the Board's vision, history of Troy, Cutler and Fitzwilliam and the Board has to decide on the wording to be used. September 1 is the deadline. The mailing should go out and land in the town's hands by March 1. The Facebook ad should be between December and March and have options with the cost. We do not know the content of the PowerPoint until the Board lets us know. The vision for tonight is to flush this out and have pricing be a priority in order to fill in this chart. B. Tatro feels that social media works best, mailings would get tossed in the trash. Social media is more effective. S. Peters commented the listening sessions suffered from lack of advertising. It was suggested to take the slide show and the listening sessions that were recorded and post them on the district website. Have a verbal slideshow presentation. C. McDaniel-Thomas would suggest saving the date notices and announcements. Live events need more promotion. S. Peters suggested mailings and information in the backpacks should go out 2 weeks before the vote. The information needs to include the contracts, warrants and promoting the building. S. Peters suggested a single mailing. The Budget Committee Public Hearing and the Joint Meetings need notification and a save the date reminder. S. Peters explained the history of the buildings is in the PowerPoint presentation. C. McDaniel-Thomas commented on

a lot of great ideas. In the August Meeting we will wrap up the information we have for September. S. Peters explained the Finance/Facilities will be presenting in September.

5. **Setting next meeting's date, time and agenda:** August 4, 2020 @ 5:00 PM.

1. **Policies**

2. **Communication Plan**

6. **Public Comments:** There are no public comments.

7. **Adjourn: MOTION:** B. Tatro **MOVED** to adjourn the meeting at 6:36 PM.

SECOND: S. Peters **VOTE:** Unanimous for those present. **Motion passes.**

Respectfully submitted,

Laura L. Aivaliotis

Recording Secretary