

**Monadnock Regional School District
Community Relations Committee Meeting Minutes
May 5, 2020
ZOOM Virtual Meeting, Swanzey, NH**

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

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

1. **Public Comments:** There were no public comments.
2. **Election of Committee Chair: MOTION:** D. LeClair **MOVED** to elect C. McDaniel-Thomas as Committee Chair. **SECOND:** S.Peters **VOTE:** Unanimous for those present. **Motion passes.**
3. **Committee Charter:** S. Peters sent a CRC Charter draft to the committee members. C. McDaniel-Thomas felt some of the information in the draft should be owned by the administration and other bullets should be in other committees. She sent a copy of the draft with strikeouts and suggestions for the committee to review. In the original draft she felt that section 2 and section 4 should be at the discretion of L.Witte and should not be included in the Charter. D. LeClair commented about the committee being in charge of promoting Facebook, Twitter and other social media outlets. He commented that is why the article regarding the Feasibility Study failed. He did not know anything about it until a few days before the vote. C. McDaniel-Thomas said #5 makes her uncomfortable. It allows the committee to control the media without L. Witte's feedback. L. Witte explained in regards to social media each school has their account controlled by the principal and the District account is controlled by L. Witte and J. Rathbun. It is possible for the Board to have their own. L. Witte explained we were pushing out information through social media in the time we had. We did not have the luxury of time. S. Peters spoke about timing and that the Board meets every two weeks. The Board has thought about the role of a communications person. Does this committee want to go and start the process of a communications person? L. Witte explained we post the public meetings, there are minutes available and people are invited to attend.

People choose not to attend or at this point to call in. C. McDaniel-Thomas is in favor of bullet #1. S. Peters asked if the Communication's Playbook was still in process. L. Witte does believe it is. S. Peters commented the committee needs to focus on content, timing and audience at a district level. The committee agrees on bullet #1. The committee agrees with C. McDaniel-Thomas to strike bullet #2 and #4. They are functions of the administration. S. Peters commented bullet #3 which is now #2 was how the committee was born. D. LeClair commented we need to create the Board's own way to get the information out. S. Peters said we do not ask L. Witte to specifically post something, we hope people read the agenda and show up. We need to try and get people to attend the meetings. C. McDaniel-Thomas said it is covered in #1. **B. Tatro arrives.** The committee agreed on the remaining bullets and created another after listening to L. Steadman about getting information to the local papers. B. Tatro had previously asked about space in the Swanzey paper and she was told it was for town news only. She will ask again. Things might have changed. L. Steadman would also suggest hiring a completely objective writer to do the Green Sheet. It is not very expensive. S. Peters said it falls under #1 of the Charter. **MOTION:** D. LeClair **MOVED** to accept the most updated CRC Charter as edited by this committee and to forward to the full Board for approval. **SECOND:** B. Tatro. **VOTE:** Unanimous for those present. **Motion passes.**

4. Committee Goals for 2020-2021: A draft of Committee goals was presented to the committee by S. Peters. The dates on these goals will work with goals of the other committees. The committee reviewed Goal #1: By September 1st: Evaluate options for more proactive communications related to the Finance/Facilities work on the CIP(Capital Improvement Plan) as well as any/all anticipated warrant articles. Provide a recommendation to the full School Board for the annual strategic communication plan, including methods, timing and budget. B. Tatro commented L. Witte was on the radio doing a great job and reaching a whole different group of people. The group agrees with goal #1. Goal #2: September through December: Meet with the Finance/Facilities Committee as they prepare to present to the Budget Committee. Assist in developing talking points and slide presentation for all planned communications. Present the final communications strategy to the full School Board at the last meeting in December and collect their approval. C. McDaniel-Thomas said that these goals make sense. S. Peters said they will be presented to the Board tonight. C. McDaniel-Thomas said she is not a

fan of too many goals. She did mention the Listening tours which were done in the past. S. Peters said we did back off on those. L. Steadman said going to the select board meetings would be good. **MOTION:** B. Tatro **MOVED** to accept the CRC Goals as discussed and to forward to the full Board for approval. **SECOND:** D. LeClair. **VOTE:** Unanimous for those present. **Motion passes.**

5. Recommend S.M.A.R.T Goals for full Board for 2020-2021: By January 1st, create a district-wide communications plan to promote all warrant articles and their related Capital Improvement Plan or labor contracts. Deliver a full presentation at the annual budget hearing in January and execute the remainder of the plan in weeks leading to the district vote. S. Peters explained all committees are doing a S.M.A.R.T goal. B. Tatro would suggest writing what S.M.A.R.T. means below the goal. **MOTION:** B. Tatro **MOVED** to accept the S.M.A.R.T. Goal as presented and to forward to the full Board for approval. **SECOND:** D. LeClair. **VOTE:** Unanimous for those present. **Motion passes.**

6. Setting next meeting's date, time and agenda: June 2, 2020. The committee will discuss policies, communication playbook, cost out communication tools and schedule select board meeting visits.

7. Adjourn: **MOTION:** D. LeClair **MOVED** to adjourn the meeting at 6:20 PM. **SECOND:** B. Tatro **VOTE:** Unanimous for those present. **Motion passes.**

Respectfully submitted,

Laura L. Aivaliotis
Recording Secretary