

HOLMDEL TOWNSHIP BOARD OF EDUCATION  
COMMUNITY RELATIONS COMMITTEE MEETING MINUTES  
December 12, 2019 AT 5:30 p.m.

Attending: Mr. Sockol (co-chair), Ms. Liu (co-chair), Mr. Foster, Dr. McGarry.

The Community Relations Committee met on December 12, 2019, beginning at 5:30 p.m. Committee conducted the following business:

1. The Committee reviewed a Professional Services Proposal from Lori Perlow, Communications Director for the Camden County Educational Services Commission, outlining potential PR related projects for the remaining portion of the school year. The Committee supports her proposal, which will be considered by the Board at its December meeting.
2. The Committee reviewed four calendar proposals for the 2020-2021 year. The main challenge facing the district is the necessity for a late start because of the planned summer construction associated with the Holmdel 2020 initiative as well as a later than normal Labor Day. The multiple plans addressed the possibility of a Columbus Day holiday vs. an Election Day holiday as well as a reduced spring vacation period to allow for an earlier end to the school year. Keeping the district open on Election Day (November 3, 2020) would require an agreement with the Township and other parties, because the District would seek to eliminate Village School as a polling place for security and parking reasons. The Committee did not offer a recommendation among the plans submitted.
3. The Committee suggested that the administration review Public Relations Relations Board Policy (9120) and broaden its language to prohibit political signage on school grounds during elections. The Policy currently contains restrictive language involving school mailings at a certain time period prior to the election of an incumbent school board member, and therefore seemed to be logical policy to modify.
4. The Committee suggested that the administration work with Board officers to develop a press release that will be shared with the public following a future presentation regarding health insurance proposals associated with the District's current teacher negotiations.
5. Dr. McGarry confirmed that he will be meeting with members of his leadership team to determine what activities (athletic, academic or artistic) will be impacted by construction between January, 2020 and September 2020, so that appropriate communications can be shared with impacted publics.

The meeting adjourned at 6:30 p.m. The next meeting of the Community Relations Committee will be determined following the reorganization of the incoming School Board.