

**Regional School District No. 17**  
**Board of Education**  
**Communications Subcommittee**  
**Special Meeting Minutes**  
**Chair: Shawna Goldfarb**

A meeting of the Regional School District No. 17 Communications Committee was held on November 18, 2022 at 12:00 p.m. via Google Meets.

**Subcommittee Members Present:** Shawna Goldfarb (Chair), Jennifer Favalora, Lisa Connelly

**Also present:** Superintendent Wihbey, and Kerry Markey

**Subcommittee Members Absent:** None

1. **Call to Order/Opening of the Meeting:** The meeting was called to order at 12:04pm by Shawna Goldfarb (Chair)
2. **Agenda Item:** Approve previous Communication Committee Minutes.

Jennifer Favalora made a motion to accept the minutes as presented. Lisa Connelly seconded the motion. Motion passed unanimously.

3. **Agenda Item:** Discuss Social Media Stats.

Kerry Markey and Superintendent Wihbey informed the committee about the status of the district social media. Each school has to do one post per month. Kerry has been posting and monitoring and so at one point the employment post had 16,000 hits (which included recruiters). The posting and gathering of information is now becoming a process. Kerry informed the committee that Instagram is the next step.

4. **Agenda Item:** Discuss and finalize Newsletter.

The first newsletter is about ready to go. The only thing left to add is a letter from the BOE Chair. Kerry Markey and Superintendent Wihbey informed the committee what the

contents of the newsletter would be. The committee and Superintendent Wihbey then agreed that the newsletter would be a combination of district and board information. Once the newsletter is complete, it will be sent to HKNews to be printed and distributed.

5. **Agenda Item:** Discuss any new Communication needs.

Committee Chair Goldfarb asked Superintendent Wihbey how the new BOE logo was coming. He advised that the committee should have a group of logos to look at in December. The committee and Superintendent Wihbey agreed to have the students vote on the logo to use.

Superintendent Wihbey informed the committee that he will be bringing the District Staff Celebrations calendar to the next meeting for review.

Kerry Markey and Superintendent Wihbey informed the committee that the new versions of the Strategic Planning posters were complete. The committee reviewed the posters and gave their input. Kerry will take the input and do a final revision.

Committee Chair Goldfarb asked Superintendent Wihbey about the budget communication process. Both the Committee and the Superintendent agreed that a meeting with the joint town leaders to discuss next year's budget drivers should be included in the January 16, 2023 Tecton meeting. Committee Chair Goldfarb will ask Board Chair Sack to have it included.

Jennifer Favalora asked Committee Chair Goldfarb if we had selected a new BOE representative to present at the Haddam Selectmen meetings, replacing Brenda Buzzi. Committee Chair Goldfarb will send out an email asking for a volunteer from the BOE.

6. **Adjournment:** Meeting adjourned at 1:10pm.