MINUTES

Addison Central School District
Communications and Engagement Committee
Committee Meeting
Wednesday, January 24, 2024, 4:30 pm - 5:30 pm
VIRTUAL ONLY

ACSD District Vision and Mission

OUR VISION
Our vision is for all ACSD students to reach their full learning potential, have a sense of belonging in our schools, and enrich our community and the communities where they live in the future.

OUR MISSION
Our mission is to provide high-quality, equitable, and varied learning environments that inspire a passion for learning and growth among our students.

Remote Attendance

Ellie Romp; Mary Heather Noble; Tricia Allen

A. Call to Order Upon Reaching a Quorum

Meeting called to order at 4:45 p.m. after some technical difficulties with the zoom account.

Emily Blistein, ACSD Director of Communications & Engagement also present.

B. Introductions: Board Members, Administrators and Staff

C. Public Comment - Agenda Items

No public comment.

D. Recommendation to Approve the Minutes of January 10, 2022

Motion to approve the minutes of January 10, 2024.

Move: Tricia Allen Second: Ellie Romp Status: Passed

E. Committee Discussion:

1. ACSD Voicemails

Mary Heather Noble reported that she has been checking the Board's voicemail box on a weekly basis, and that there have not been any messages since the January 10, 2024 meeting,

2. Winter Board Update and Outreach for FY25 Budget

The committee discussed the items they have proposed for FY25 budget outreach efforts, including:

- The 1-page summary with basic information about the budget, including where to find

additional information;

- FAQs document;

- Scheduling time with MCTV to record FAQ interviews;

- Creation of the budget page on the ACSD website;

- Creation of a Google Form to solicit stakeholder questions about the budget (include this link on the Winter Board Update);

- Scheduling a virtual meeting or webinar for a live Q&A session with stakeholders.

Tricia shared the 1-page information sheet that she had put together, using the pie chart Barb Wilson had prepared to illustrated the budget drivers and the relative influence of each of them on increasing the spending.

Emily Blistein reported that she has created a Budget page, but that it won't go live until the Budget Book has been approved by the Board and can be posted. She is also wondered about the division of labor, especially for the 1-page document. She noted that she has also been working on a distilled fact sheet for the budget that contains similar information to the one that Tricia put together. She suggested having involvement in the fact sheet so the information is consistent and has a similar aesthetic, but also didn't want to interfere with the Board's intended communication. The group agreed that both documents can be useful, even if Tricia's version is used by Board members for answering questions.

The committee discussed the best way to present information in the Addison Independent and FPF, and decided to have Barb submit an op-ed with a portion of her statement from the Budget Book along with links to the FY25 Budget page on the ACSD website. She will aim to have that in the Feb 5th issue of the paper.

Barb Wilson expressed some concern about the information that the individual towns would be putting in their Town Budget Books -- it may not include enough of the contextual information to support the numbers. There was some discussion about what could be included and how much time the committee has to prepare materials, if any. The sentiment is that each of the towns request the information they wish to include from the budget book.

Mary Heather reported that she received the FAQs document from Ellen Whelan-Wuest of the Finance Committee and that she would begin to edit and refine for accessibility. Mary Heather will also create the Google Form and include the link on the Winter Board Update letter.

The group discussed the best times to work with MCTV to record interviews using the FAQs documents. Mary Heather and Barb have availability on Fri Feb 2nd and Tues Feb 6th. Tricia will check with Kurt Broderson and Mary Heather will check with Eddie Fallis on those dates.

The group then discussed the best date for hosting a virtual Q&A session to offer the community opportunity engage with a few Board members around the FY25 budget. They agreed that it should include Barb Wilson and another member of the Finance Committee, as well as Tim Williams and Matt Corrente to answer specific financial questions. The format: zoom meeting with very brief overview of budget information, then open with questions. The meeting will be recorded to post on the budget website. Suggested date & time: Thursday, Feb 15th at 7:00 p.m. Mary Heather or Tricia can moderate. Ellie Romp won't be available

that evening.

Mary Heather also suggested having Board tables at already scheduled school events in February to provide some additional budget outreach. She will compile these and suggest to the full Board at the January 25, 2024 Special Board Meeting. She can create a sign-up sheet for Board members to staff the tables and answer questions about the budget.

F. Other Business/Next Meeting

The next Communications & Engagement Committee meeting is scheduled for February 14, 2024. Mary Heather will keep it on the schedule, and noted that the committee will likely come together again for other budget outreach work.

G. Public Comment - Any Topic

No public comment.

H. Adjournment

Meeting adjourned at 6:00 p.m.

Motion to adjourn.

Move: Tricia Allen Second: Ellie Romp Status: Passed

*Public Comment Guidelines:
Public comments are encouraged and welcome at each regular board meeting during the period designated for public comment. Comments are limited to three minutes per person. Citizens will be called to make their statement by the board chair. Public comments regarding personnel, students or legal matters will not be heard by the Board.