

**Monadnock Regional School District  
Community Relations Committee Meeting Minutes  
May 17, 2022  
SAU Conference Room/Zoom, Swanzey, NH**

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

**Also Present:** L. Aivaliotis, MRSD Recording Secretary.

**1. Old Business:**

**a. Approval of the April 19, 2022 CRC Meeting Minutes: MOTION:** S. Peters **MOVED** to approve the April 19, 2022 CRC Meeting Minutes as presented. **VOTE:** B. Tatro-yes and S. Peters-abstain. **Motion passes.**

**b. Website Update:** The committee reviewed the website which the PR Firm Gilfoil is working on. There still is no picture of the Gilsum School, only a sign. S. Peters would propose a working session to make a list of the desired changes to the website. K. Barker has new materials for the website. On the website there was a question asking why we need new elementary schools. That idea was never stated by the committee. B. Tatro had mentioned the email list gathered at the Listening Session. She mentioned that the people on the list are expecting an update or information on the project. It was suggested to have a list for the website and get help from the Ad hoc Committee. The committee will ask the Board tonight for approval of an Ad hoc committee for the Elementary School Renovation Project. B. Tatro suggested asking the Budget Committee for a member to sit on the Ad hoc Committee and also ask the principals to nominate someone. S. Peters showed the committee where the link was on how to pass a bond. He said we struggle when it comes to a campaign to sell the bond. Which group of people would the committee target to help pass the bond? B. Tatro said people who normally vote. S. Peters suggested the elementary school parents but the 5th and 6th graders will not benefit. He also suggested parents of newborns. B. Tatro commented the committee can have access to the birth records. A mailer to their home or possibly a phone campaign. S. Peters would like to invite the PTOs from the different schools to be on the Ad hoc.

c. **CRC Goals:** S. Peters asked when we think about goals is the Ad hoc a stand-alone committee or part of the CRC. B.Tatro said that has not been established. She did say it felt like a subcommittee of the CRC. The committee reviewed the goals from the previous year and mentioned they were not able to meet with the select boards. The committee suggested goals for the upcoming year.

1. By June 30th, form an Advisory committee comprised of board members, staff, and community members to serve as an extension of CRC until the end of the current board Cycle (March 2023)

2. July through September: Work with the district's Public Relations firm to develop a communications plan to promote building the project and increase community awareness.

3. By September 30th, launch the dedicated project website managed by the district's Public Relations firm

4. October through February: Execute all elements of the communications plan

a. Create and deliver content through media outlets, such as:

- i. Newspaper
- ii. Radio
- iii. Home mailings
- iv. Etc.

b. Organize and attend/host informational sessions regarding the building project for various audiences, such as:

- i. Select Boards of Each Town
- ii. Parent Groups
- iii. General Voter Community
- iv. Etc.

5. January/February: Develop Warrant in Plain English **MOTION:** B. Tatro **MOVED** to support the CRC Goals for 2022/23 as presented. **SECOND:** S. Peters. **VOTE:** Unanimous for those present. **Motion passes.**

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

3. **Adjourn:** **MOTION:** B. Tatro **MOVED** to adjourn the meeting at 6:25 PM. **SECOND:** S. Peters **VOTE:** Unanimous for those present. **Motion passes.**

**Respectfully submitted,**

**Laura L. Aivaliotis**  
**Recording Secretary**