

**Monadnock Regional School District
Community Relations Committee Meeting Minutes
June 15, 2021
ZOOM Virtual Meeting, Swanzey, NH**

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

Also Present: L. Witte, Superintendent, L. Aivaliotis, MRSD Recording Secretary and Tom Zuppa, Rep. from Public Relations Firm.

1. **Public Comments:** There were no public comments.

2. **Approval of Minutes:** The committee will vote on the May 18, 2021 Minutes at the next meeting.

3. **Adjust Agenda: Discussion with PR Firm:** C. McDaniel-Thomas explained to T. Zuppa that the big issue is that we are trying to promote a serious building project and we have not done this before. What information do we have to give to you and how do we get to the end of the building project? T. Zuppa explained his firm has done this many times. He has shared one project that went to the voters. It was the Town of Pepperell and the bond was sent to the voters. He explained the firm sent notices to the voters, posted minutes, posted a video, posted documentation and prepared slideshows among other things. They worked for more than a year for Pepperell. T. Zuppa asked if there was a building committee to help promote this. C. McDaniel-Thomas asked no. T. Zuppa said he is familiar with Mass. because they are based there and they require a Building Committee. C. McDaniel-Thomas said she is not sure if it is required in NH but she would like to see the make-up of the committee. T. Zuppa explained you would want varied expertise. C. McDaniel-Thomas explained we have hired an architect to show where we are and where we are going. T. Zuppa explained there is a need for a lot of community support. The more information given the better. You want to answer as many questions as possible. C. McDaniel-Thomas would like to review the Pepperell website. T. Zuppa explained it is not finished by any means but it is on their new template and with this we can integrate to social media. Some people like the newspaper, some like Facebook and some like to text. Get the word out anyway you

can. C. McDaniel-Thomas asked what is our first task and should we meet more frequently to move the process. T. Zuppa said he would send the Pepperell link as well as other sites to the committee. He will send examples and the committee can pick what is the best fit. We launched with a lot of content, minutes and documents. We can front load. C. McDaniel-Thomas would like T. Zuppa to guide the committee to get off the ground. We will be asking for the voters' approval in 2023. C. McDaniel-Thomas will share the timeline. T. Zuppa explained this was his first guided timeline. He said this process will work at your speed. We are here for content. We can key you when you should be active in communication. He would suggest one point person. One person to communicate with the firm. B. Tatro commented there are 3 committees that overlap in membership. T. Zuppa explained there will be strategies that will need to be discussed privately. L. Witte suggested being the contact person. T. Zuppa said he is happy to work with the District 24/7, 365. The firm is available for a wide range of tasks. Do not hesitate to pick our brains. Happy to help. We have about a dozen employees. Please reach out to us. ***T. Zuppa leaves.***

4. Old Business:

a. Review Communication Plan:

b. Plan Listening Tours: C. McDaniel-Thomas would suggest the Listening Session be held in Sept. and Oct. She would also suggest the town Board representative be in attendance in their individual towns. What do we need from the Education Committee and the Finance/Facilities Committee? We need to have a deadline for certain things. L. Witte explained it is on the timeline. L. Witte explained, K. Barker and the engineers will be doing a walk through the individual schools. She explained the Turner Report was completed 5 or 6 years ago and this is a more extensive report. L. Witte said the Ed. Specs will help provide the drawings from K. Barker. She said with the timeline we are okay. C. McDaniel-Thomas explained we do have homework. We need to find the documents. L. Witte explained there is a lot going on behind the scenes. There will be a lot of work getting done this summer.

c. Meet with PR Firm to determine partnership:

5. New Business:

a. What do we want from Facility and Finance and When do we want it?

6. **Setting the next meeting's date, time and agenda:** The committee will meet on July 20, 2021 at 5:00 PM. The committee will discuss the timeline, talking points and dates for the Listening Sessions.

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

8. **Adjourn: MOTION:** B. Tatro **MOVED** to adjourn the meeting at 5:45 PM.

SECOND: C. McDaniel-Thomas **VOTE:** Unanimous for those present. **Motion passes.**

Respectfully submitted,

Laura L. Aivaliotis

Recording Secretary