

**Monadnock Regional School District
Community Relations Committee Meeting Minutes
March 2, 2021
ZOOM Virtual Meeting, Swanzey, NH**

Members Present: Cheryl McDaniel-Thomas, Betty Tatro, Scott Peters and D. LeClair:

Also Present: L. Witte, Superintendent and L. Aivaliotis, MRSD Recording Secretary.

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

2. **Approval of Minutes: MOTION:** S. Peters **MOVED** to approve the February 16, 2021 CRC Meeting Minutes as presented. **SECOND:** B. Tatro. **VOTE:** Unanimous for those present. **Motion passes.**

3. **Old Business:**
 - a. **Promotion of Blueprint Article 3:**
 - i. **Yard sign distribution:** S. Peters, B. Tatro and L. Witte mentioned seeing yard signs in the community. There are 20 signs at the SAU waiting to be picked up. S. Peters will poll the Board tonight to see if members are going to pick up the signs.
 - ii. **Coverage at the Polls:** C. McDaniel-Thomas would like to ask members of the Board if they are able to stand at the polls to hand out the brochures and hold the sign. S. Peter will poll the Board tonight.
 - iii. **Press Release/Ad Buy:** C. McDaniel-Thomas mentioned the committee had asked B. Tatro to look into the cost of an ad in the Keene Sentinel and the process. B. Tatro was not able to get it done so C. McDaniel-Thomas asked her again. B. Tatro will call the Sentinel in the morning for the price and ask about the content from the brochure for the ad. The Board has authorized a budget of \$10,000.00. This committee is not close to that amount. S. Peters would advise the committee to check on the cost of the ad with the Board if it is too much. B. Tatro mentioned the pictures in the brochure take up a lot of space. C. McDaniel-Thomas said the pictures grab the reader's interest.

4. New Business:

a. Survey to determine effectiveness of Article Three promotion: S.

Peters mentioned he is not sure what the questions should be regarding a survey and would like to ask L. Witte for help. Asking those connected is not a real gauge. He is not sure how to reach the other community members.

The committee talked about the idea of the PR Firm discussed by J. Rathbun at the last Board Meeting. The committee also discussed the Facebook Page and the fact was there is not much traffic. It was also mentioned the yard signs say "Vote Article Three" but did not specify it is the School Board Article Three. S. Peters said it is a lesson learned. He suggested creating a document for lessons learned. Information on the cost of the campaign was suggested and what budget lines were used.

S. Peters explained the process if and when a PR Firm is chosen. He said the School Board would approve the firm and the CRC would pick the items from the firm to be used. He said it would work similar to when we hired K. Barker. He would ask J. Morin to see what funds are left from the campaign.

S. Peters suggested a timeline to recap the year. We did not meet our goal of presenting to the Budget Committee at the Budget Hearing. In October we scrambled and had a lot to do. If Article Three passes it will be a total different thing. He asked if the members felt the number of meetings and hours were sufficient. C. McDaniel-Thomas said it was a busy year but manageable. If the blueprints pass it will be a busy year for the CRC. There might be an effort to start earlier next year if it passes. She would suggest next year putting something out each month to connect the community. B. Tatro asked if the community may not keep reading if it comes out too often. D. LeClair suggested sending out information that relates to the renovation project but different topics. It was mentioned about having community members involved or on a committee regarding the renovation project. D. LeClair suggested no employees of the district on the Ad hoc and we need Board Members to attend the Selectboard Meetings. S. Peters said when the CRC reforms and discusses their goals everything discussed tonight is up for grabs. The committee would like to know how the Board would feel about an Ad hoc or CRC with community members. C. McDaniel-Thomas said we need people in the community to help. S. Peters suggested giving the other committees deadlines for information.

5. Setting next meeting's date, time and agenda: The committee will discuss the following at their next meeting: Selectboard Meetings, PR Firm, deadline for Fin/Fac, Ad hoc and goals.

6. Public Comments: There are no public comments.

7. Adjourn: MOTION: B. Tatro **MOVED** to adjourn the meeting at 5:51 PM.

SECOND: D. LeClair **VOTE:** Unanimous for those present. **Motion passes.**

Respectfully submitted,

Laura L. Aivaliotis

Recording Secretary