

**Monadnock Regional School District
Community Relations Committee Meeting Minutes
February 16, 2021
ZOOM Virtual Meeting, Swanzey, NH**

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

Also Present: 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 3, 2020 CRC Meeting Minutes as presented. **SECOND:** C. McDaniel-Thomas. **VOTE:** Unanimous for those present. **Motion passes.**

3. **New Business:**

a. **Promotion of Blueprint Article 3:**

i. **Yard sign design:**

ii. **Yard sign purchase and pickup:**

iii. **Yard sign distribution:** C. McDaniel-Thomas mentioned she ordered extra brochures and picked them up to be given out at the polls. She talked to Silver Direct about the yard signs. She was not sure how many the committee should order. D. LeClair suggested 10 signs for each town. **S. Peters arrives.** C. McDaniel-Thomas said the cost for 50 signs would be \$6.50 each and take 3-4 days to make. She asked the committee for suggestions for what the sign should say and what color. The committee agreed on the signs having a green background with white lettering and it should say "Vote Yes Article 3". D. LeClair mentioned the signs must be picked up 5 days after the election. C. McDaniel-Thomas will ask the Board to help distribute the signs. She said the Board should not buy more signs than we have in strength. D. LeClair said he would put the signs in Swanzey and Richmond. He also said he has the brackets to hold the signs. He will drop off the brackets at the SAU. C. McDaniel-Thomas said once she knows how many signs will be needed she will email Pam at Silver Direct and order them.

iv. **Coverage at the polls:** D. LeClair suggested asking the Board to see who will be available to stand outside the polls and get the final count at the March

2, 2021 Board Meeting. D. LeClair said he is available on voting day for Swanzey and C. McDaniel-Thomas said she may be able to stand at the poll as well. S. Peters shared the Board Calendar. He filled in the events that will be taking place up to March 9, 2021, voting day. This will be shared with the Board tonight to let them know what is going on in the next few weeks.

v. Determine time to pack up pamphlets for bulk mailing: C.

McDaniel-Thomas said the pamphlets will be mailed the first week in March. S. Peters suggested a pamphlet counting party on February 22, 2021 at 5:30 PM.

vi. Press release/ad buy: C. McDaniel-Thomas explained B. Tatro is

not in attendance but had said she was going to tackle writing a press release and find out the prices from the Sentinel. C. McDaniel-Thomas mentioned letters to the editor. D. LeClair suggested saving that for next year. He suggested having multiple letters to the editor with different topics throughout the year related to why we need this project. S. Peters would agree. Next year is based on Article 3. It was mentioned that letters to the editor are free. S. Peters suggested a survey, he would like to know the effectiveness of the work being done. D. LeClair said the meetings with the selectboards are a good idea.

S. Peters mentioned the videos and suggested pushing them. D. LeClair asked if there is any way for a more exciting video. The videos are informative but people go to sleep. S. Peters said he would like to take a shot at a video next year. He would like to have interviews, points at the schools that need work and have music in the background. He said J. Rathbun made a connection with a PR firm and will bring information to the Board on what they offer. D. LeClair suggested Cheshire TV. S. Peters said a junior is looking for a senior project and that may be able to help. He said it would be great to have a timeline visible to show what the next 4 years will look like. The committee reviewed the feasibility study page. C. McDaniel-Thomas said the information does not grab you, possibly make it less wordy, more headline information. The committee will update the information on the page such as posting the pdf for the brochure, paste the graphics from the pamphlet, paste Warrant Article Three in Plain English and promote Facebook and Twitter on Feb. 26 and March 5. D. LeClair would suggest mentioning the savings over the next ten years with this project on the page. D. LeClair asked if the SAU could put out this information as an ad and also have the Board Members post to the town Facebook pages. **MOTION:** S. Peters **MOVED** to forward with the updates to

the project page and Facebook and Twitter and to recommend it to the administration.

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

4. Setting next meeting's date, time and agenda: The committee will meet again on February 22, 2021 at 5:30 PM.

5. Public Comments: There are no public comments.

6. Adjourn: MOTION: S.Peters **MOVED** to adjourn the meeting at 6:06 PM.

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

Respectfully submitted,

Laura L. Aivaliotis

Recording Secretary