

**PUBLIC RELATIONS SUB-COMMITTEE MEETING
GRISWOLD BOARD OF EDUCATION**

**THURSDAY,
January 22nd, 2026**

Public Relations subcommittee approved 3/26/2026

1. A regular meeting of the Griswold Board of Education's Public Relations Subcommittee took place on Thursday, January 22nd, 2026, at Griswold Middle School in the Library Media Center/Learning Commons, located at 211 Slater Avenue, Griswold, Connecticut. The Public Relations Subcommittee meeting was called to order at 5:15 PM by Sean McKenna, GPS Superintendent of Schools.

PRESENT Jaimee O'Neill-Eaton, Cathy Waselik, and Kimberly Neilson, Public Relations Subcommittee Members.

ALSO PRESENT Sean P. McKenna, GPS Superintendent of Schools; and Kayla Hedman, GPS Communications & Marketing Director.

ABSENT

2. Review, Discussion, and Possible Action to Name a Chair of the Public Relations Subcommittee – The Public Relations subcommittee nominated and appointed Jaimee O'Neill-Eaton as Chair of the Public Relations subcommittee.

MOTION By Kimberly Neilson
Seconded by Cathy Waselik
To appoint Jaimee O'Neill-Eaton as Chair of the Public Relations Subcommittee.
Motion unanimously carried,

3. Approval of the Minutes – October 23rd, 2025

MOTION By Cathy Waselik
Seconded by Jaimee O'Neill-Eaton
To approve the Public Relations regular meeting minutes of October 23rd, 2025, as presented.
Ayes – Jaimee O'Neill-Eaton and Cathy Waselik
Nays –
Abstain – Kimberly Neilson
Motion carried.

4. Tuition Town Partner Meetings – The Public Relations subcommittee received an update on a recent GHS tuition town partner meeting that took place. These tuition town partner meetings take place on a quarterly basis.

5. Expanding Marketing Efforts
A. The Day
B. Outreach to Towns
C. Highlighted Events on Social Media

The Public Relations subcommittee received an update from Kayla Hedman, who is the GPS Communications & Marketing Director, on efforts to expand our marketing efforts to attract more tuition students to Griswold High School. She discussed advertising with the Day Newspaper as well as outreach to our tuition partner towns as well as social media events.

6. Updates from Kayla Hedman, Communications and Marketing Director – The Public Relations subcommittee received an update from Kayla Hedman, who is the GPS Communications & Marketing Director, on recent statistics related to social media growth in terms of our website, and our Facebook and Instagram pages.
7. Anything That May Properly Come Before the Committee – There was no further discussion for anything that may properly come before this committee.
8. Next Meeting: March 26nd, 2026 – The next regular Public Relations subcommittee is scheduled to take place on Thursday, March 26th, 2026.
9. Adjourn

MOTION

By Cathy Waselik
Seconded by Kimberly Neilson
To adjourn the Public Relations subcommittee meeting at 5:41 PM.
Motion unanimously carried.

Minutes prepared by: Sean P. McKenna/Robin Drobiak