

PUBLIC RELATIONS SUB-COMMITTEE MEETING
Regular Meeting
Griswold Middle School
Library Media Center
211 Slater Avenue
Griswold, CT 06351

THURSDAY,
September 24th, 2026
5:15 PM

Agenda

1. Call to Order
2. Approval of the Minutes—May 28th, 2026
3. Upcoming Events at Griswold High School
4. District Public Relations Updates from Kayla Hedman, Communications & Marketing Director
5. Anything That May Properly Come Before the Committee
6. Next Meeting: October 22nd, 2026
7. Adjourn

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

**THURSDAY,
May 28th, 2026
DRAFT**

1. A regular meeting of the Griswold Board of Education's Public Relations Subcommittee took place on Thursday, May 28th, 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 Jaimee O'Neill-Eaton, Chair of the Public Relations subcommittee.

PRESENT Jaimee O'Neill-Eaton, Public Relations Subcommittee Chair; 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. Approval of the Minutes – March 26th, 2026

MOTION

By Kimberly Neilson

Seconded by Cathy Waselik

To approve the Public Relations regular meeting minutes of March 26th, 2026, as presented.

Motion unanimously carried.

3. New Marketing Initiative for Griswold High School – The Public Relations subcommittee was presented with several new marketing initiatives by Kayla Hedman, highlighting efforts to enhance communication, community engagement, and the overall visibility of the school district and its programs.

4. Other Updates from Kayla Hedman, Communications & Marketing Director - The Public Relations subcommittee received an update from Kayla Hedman, who is the GPS Communications & Marketing Director, regarding recent social media activity, outreach efforts, and audience engagement, including data reflecting the growing number of individuals being reached through the district's communication platforms.

5. Anything That May Properly Come Before the Committee – There was no further discussion.

6. Next Meeting: TBD The subcommittee will discuss a schedule of meetings for next school year and will distribute at a later date.

7. Adjourn

MOTION

By Cathy Waselik

Seconded by Jaimee O'Neill-Eaton

To adjourn the Public Relations subcommittee meeting at 5:36 PM.

Motion unanimously carried.

Minutes prepared by: Sean P. McKenna/Robin Drobiak