

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

**THURSDAY,
May 28th, 2026**

Public Relations Subcommittee approved 9/24/2026

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