

4 Dec Community Relations Committee meeting minutes

Meeting convened 1pm; Linda Eygnor, Jasen Sloan, Paul Statskey BOE members; Robert Magin represented the District Office.

Paul Statskey granted Chairperson position

Committee is supposed to have two community members. It was decided to post for two representatives on the District Web Site given no objection from other members at the 11 Dec BOE meeting.

Established that this committee would:

1. Focus on complimenting the District ongoing efforts to disseminate good news.
2. Engage the whole Community encompassed by the NRW District to partnership with us in supporting district wide students overall development.

Discussions included:

1. Live streaming of BOE meetings. Jasen noted in a poll of his constituents 51 of 52 respondents indicated this would positively increase their connection with the BOE. It was decided to investigate the procedures that we might use to broadcast BOE meetings being mindful of the legalities involved. Committee will continue to gather information and prepare to make a recommendation to the BOE at a future meeting.
2. Bob explained we have access to a BOCES Public Relations individual who is allotted 40 % of his/her efforts for our District. Committee will further investigate how this individual is currently being used and how we can ensure we fully utilize their services.
3. Committee noted that the LakeShore News personnel are very willing to publish articles we may forward to them. Committee further acknowledged our efforts need not be limited solely to the BOCES representative.
4. Committee noted we need to develop procedures to acknowledge any individuals who may address the BOE during Public Access to the Board. Must be mindful to avoid the impression we will necessarily take on their issues as an alternative to working through teachers and administration yet still encourage individuals to come to meetings and address the Board.
 - a. Specifically, two individuals spoke at the November meeting regarding the HS Musical, one to highlight teachers leaving the district, and one who recommended the newsletter continue to be printed and sent via snail mail to all constituents.
 - b. Noted Musical issue was solved by HS Principal Brian Reed.
 - c. Bob will gather financial info regarding the newsletter. Defer to next meeting.
5. Paul suggested Banners on the Varsity Baseball Outfield Fence demonstrating support for our team/school. While the idea did not suggest advertising, Bob noted their were legal issues

involved with any perceived advertising, and suggested perhaps the Varsity Club or Booster Club might be a better organization to pursue such community support.

6. Linda raised the Idea of an Education Opportunity Foundation. Noted other school district had been measurably successful in raising money for special items/efforts unfunded in the budget. Other district enjoyed wide support for this foundation. Linda will gather more information.

Committee determined to meet again before Christmas break. Paul will organize.
Adjourned meeting at approximately 2 pm.