

**Palmyra-Eagle Area School District
Public Relations Committee Meeting
Mrs. Mitzi Roscizewski, Chairperson
Wednesday, April 8, 2020 - 4:30 PM
Palmyra-Eagle High School Community Center
Meeting Minutes**

All meetings are subject to Wisconsin Statutes – Open Meeting Laws (19.81-19.98)

“In compliance with Open Meeting Law, it is hereby posted that the following committees of the School Board of the Palmyra-Eagle Area School District will meet on the following dates and times. It is possible that a quorum may exist at one or more of the Board Committee meetings, as a Board member who is not an official member of a committee may attend. No Board action will be taken at any of the Committee Meetings.”

A. The meeting was called to order at 4:34 PM by committee chairperson Mitzi Roscizewski with a committee quorum present. Committee members Doris Parsons and Tom Novak were also present. School board member Jean Reith was also present. Board member Micahel Eddy arrived near Also in attendance was District Administrator Steven M. Bloom and Mr. Jeff Tortomasi.

B. Minutes of the previous meeting were reviewed.

C. The following agenda items were discussed:

- 1. Meeting Minutes from the previous meeting were reviewed and approved.**
- 2. The committee reviewed Public Relations position applicants to date. Four applications have been received at this time. Dr. Bloom will follow up with Caitlin to see if she would be interested in meeting in person for a conversation. We will look at Tuesday, April 14th at 6:00 PM.**
- 3. The committee discussed holding a virtual open house, particularly at Eagle Elementary School, during the shutdown. Dr. Bloom will reach out to Mr. Stich to see if he would be willing to create a video. Dr. Bloom will also reach out to Ms. Timm for the same at the middle/high school. Length of video would be 3-5 or 5-7 minutes in length.**
- 4. The committee discussed parent groups at the elementary schools sponsoring an Easter Egg Hunt. At this time there does not appear to be any interest in doing the “hunt” virtually. Is there interest in including any “notes” or messages in the bag lunches? Ask Annette for a count of meals served and what amount of food is being wasted? Ask also Annette about reiterating pickup requirements.**
- 5. Consolidation communication was posted on the district website and sent via Connect 5. Double Check on the elementary principal letter previously written. Dr. Bloom will check with Mr. Greenquist and Mr. Stich. The committee wishes to have a statement from the Board to prepare a top ten list of reasons why Eagle Elementary was chosen as the site for the consolidation of the elementary school.**
- 6. The committee discussed an open enrollment survey and contacts to parents. Mitzi recommended a program called “Thought Exchange” as a means for people to share their thoughts and ideas about the district. Dr. Bloom will resend the last OE survey which was done via Google.**
- 7. Online class communication - check with the 2020-2021 Course Selection guide. Create a communication regarding what programs will be available at the middle/high school (including grade 6) for the new school year, including on-line offerings. Request will be made of Ms. Timm to welcome 6th grade students to the middle school via letter (possible separate video for how 6th grade will be integrated into the middle school).**
- 8. Mitzi reported on Google Ads for promotion of the district. Several other districts in the immediate area use this at the present time (Mukwonago, East Troy, Johnson Creek, etc.). The parameters around costs can be modified as defined. Dr. Bloom will check with Mr. Jonas on the technology requirements for Google Ads.**

D. The next committee meeting was scheduled as follows: To be determined.

E. The meeting was adjourned at 5:27 PM.

Respectfully submitted:

Dr. Steven M. Bloom, District Administrator