

**Palmyra-Eagle Area School District
Public Relations Committee Meeting
Mrs. Tara LeRoy, Chairperson
Wednesday, June 17, 2020 - 6:30 PM
Palmyra-Eagle High School Community Center
Meeting Minutes**

- I. **Call to Order:** The meeting was called to order by Committee Chair, Tara LeRoy, at 6:30 pm
- II. **Roll Call – quorum (2) of this committee required to proceed**
 - A. Attendees: Tara LeRoy, Doris Parsons, Kristiana Williams
 - B. Others Present: Caitlin Kirchner - PR Specialist and Traci Plotz - District Administrative Assistant
- III. **Agenda**
 - A. **Review of Previous Meeting Minutes** - The minutes from the May 13, 2020 meeting were reviewed by the committee.
 - B. **Promo flyers/materials for Eagle Diamond Days / libraries / etc** - The committee discussed what information can be placed on the website and on facebook. Any community events that people would like advertised can be placed on the Community Bulletin Board on the PEASD website. The Facebook page in the past has typically posted only community events that directly benefit the students of PEASD.
 - C. **Did you know? fun fact sheets or lunch notes** - The committee discussed some ideas regarding information that can be out for pick up at the same time as the lunches. Caitlin asked that when anything like this is placed in the lunch bags that she get a copy as well to post on the facebook page.
 - D. **Realtor marketing** - The Committee discussed the possibility of putting together a flyer or handout that can be given to the realtors for families or holding a Realtor Open House at Eagle Elementary.
 - E. **Welcome baskets for new home sales / new births** - The committee discussed ways that we could provide a welcome basket or something similar to that to new families as they move into the district. The committee will do some research into how they can make this happen.
 - F. **WASB Business Honor Roll - nominate BP** - Kristiana Williams reported that WASB is looking for nominations for the WASB Business Honor Roll. She suggested nominating BP for the Honor Roll. Caitlin Kirchner will write up the nomination, and Tara LeRoy will send information to her to help write the nomination.
 - G. **United Way Donations (2 received =, one more coming June 30)** - The committee tasked Caitlin Kirchner with writing up a press release to the area papers regarding the COVID-19 relief fund dollars that the District has received from United Way.
 - H. **make teacher Nominations for <https://www.lifechangeroftheyear.com/>** - The committee tasked Caitlin Kirchner with reaching out to principals to make a nomination for the Life Changer of the Year Award.
 - I. **The World Needs More Purple People children's book** - Tara LeRoy shared a copy of *The World Need More Purple People*, written by Kristen Bell with the committee. Tara would like to work with Eagle Elementary and the Eagle PTO to find a way to provide a copy of the book to all of the students at Eagle Elementary next year.
 - J. **Direct mailer postcard (Michelle / Katie)** - The committee discussed a postcard that will be sent out to the households in the district, which would state that the district is open next year and would give the dates for registration. It was reported the new District Administrator and Eagle Elementary Principal are currently working on the project. The hope is to get the postcard out as soon as possible.

- K. **Virtual Open House and Real Open House events** - Caitlin Krichner reported that the Virtual Tour video for the Middle School was completed and the Guidance Counselor, Renee Cookstrom was going to be sharing the video with the upcoming sixth grade class. The video was also posted on the District YouTube channel and facebook page. It will also be posted on the Middle School/High School page on the District website soon. Currently, Caitlin is waiting for the teacher to move from Palmyra Elementary to Eagle Elementary to be completed before recording the Virtual Tour of Eagle Elementary.
- L. **Registration Promotion** - The committee asked if the dates for online registration have been set yet. At this time that information was not known.

IV. Next meeting date - Wednesday, July 22nd 6:30pm

Adjourn: The meeting was adjourned at 8:00 pm.

Respectfully submitted,
Traci Plotz
District Administrative Assistant