

**Palmyra-Eagle Area School District  
Public Relations Committee Meeting  
Mrs. Mitzi Roscizewski, Chairperson  
Tuesday, February 25, 2020 - 4:30 PM  
Palmyra-Eagle High School Community Room  
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 4:03 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. Also in attendance were PEASD Business Manager Carol Gebhard Dyer and District Administrator Steven M. Bloom.**

**B. The following agenda items were discussed:**

**1. Review of Current Programs -**

The previous Public Relations position ended at the end of last school year. This position was funded through Fund 80. This position was a part time position with no benefits. Connect 5 message was sent regarding the PEASD remaining open next school year. Message was sent to The Enterprise, The Daily Jefferson Union, and The Freeman. It was suggested that a similar communication be sent to each of the area municipalities. Can we explore the hiring of a PR person as soon as possible? Should be posted as soon as possible. Will verify hourly rate.

Is there an allocation for printing costs? Carol will check on the current balance, if any, for public relations related expenditures.

What are the numbers for mailing to district residents?  $53156 (1435) + 53119 (2319) = 3754$  total pieces

Possible PR relations activities: Realtor Open House, Calendar, Newsletter, Poster, District Brochure, Alumni Wall of Fame, Honor an Educator, Listening Sessions

Is there a dedicated staff person from each building to focus on PR activities?

**2. New Possibilities for Public Relations -**

Staff member representatives from each of the buildings

Additional Facebook access

“Take Back Tuesdays” - social media blitz by teaching staff (are there parameters around the posts)

“Throwback Thursdays” - alumni

“Senior Spotlight” - recognize senior graduates

“PR Stars” - recognition for support of the PEASD (Like “V” for his “Save For Kids” program) PR sandwich board - Mike Hoff?

Are there community members who would like to be supportive of positive PR in the District? Service organizations, Community Band

**Connections with the two local libraries - preschool story hours? Coffees? Student groups or organizations to attend.**

**Invite local daycare providers to visit the schools: Vitakids, Country Kids**

**Local area service organizations: Lions, Chamber of Commerce, Knights of Columbus**

**Google Ads - check on pricing for this.**

**Facebook sponsored posts - check on costs of this.**

**Future Business Leaders.**

**Media class.**

**Open Houses in each of the schools before the close of Open Enrollment period.**

**Business showcase - invite local businesses into the school.**

**Job/Career fairs.**

**Open the building to outside groups for adult education programs and have our own programs.**

**Board members remain after board meetings to interact with community members.**

**C. The next meeting date, time, and location will be as follows: Tuesday, March 3, 2020 at 7:00 PM in the Community Center**

**D. The meeting was adjourned at 5:39 PM.**

**Respectfully submitted:**

**Dr. Steven M. Bloom, District Administrator**