

**Palmyra-Eagle Area School District  
Public Relations Committee Meeting  
Mrs. Mitzi Roscizewski, Chairperson  
Tuesday, March 11, 2020 - 5:30 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 5:32 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. Michael Eddy arrived after the meeting had begun. Also in attendance was District Administrator Steven M. Bloom and Eagle Elementary School principal Matt Stich.**

**Minutes of the previous meeting were reviewed.**

**B. 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. One application has been received at this time. The previous individual earned \$17.52 per hour for a not to exceed 29 hours worked weekly for payroll purposes. Dr. Bloom will contact the applicant and request work samples/portfolio and will coordinate an interview with the applicant.**
- 3. A discussion of PEASD postcard mailings and other promotional items took place.**

**The committee reviewed the previous postcards sent out several years ago during the open enrollment period. The committee would like to create a postcard for mailing prior to the end of the open enrollment Period on April 30th. Dr. Bloom will verify budget available for costs of printing and mailing.**

**Currently, each building has at least one staff person outside of the district office with the ability to make posts to the PEASD Facebook page. These are as follows: EES - Matt Stich, PES - Amy Muth, PEHS/MS - Kari Timm and Laura Leja.**

**A communication from the board will be drafted and sent out regarding the PES closing and EES excitement to welcome students there next year. Ideas include fiscal operation, curriculum alignment and program sequencing, multiple sections of 4K-5th, teacher collaboration opportunities, Etc. Matt Stich and Steve Greenquist will collaborate on a communication as well to follow later.**

**Equine program was discussed for both the middle/high school and EES. The district is working through liability issues and concerns that may arise from the program offering. It is anticipated the program would be offered at no cost to students or the district.**

**Thanks to district staff who worked on the promotional flyer. The flyer may be placed at the libraries in each community. Create OE survey for applicants. Invite to have a face to face discussion with those who have applied.**

**Mitzi will investigate the use of Google Ads.**

4. A recognition program for district supporters from the community has begun. "V" from the Palmyra BP was recognized at the March 10 school board meeting. Mike Hoff is working to make a wooden sandwich board sign (2' x 4' - about 5 foot high) for community recognition such as the one used by the Palmyra Chamber of Commerce and recent FFA Alumni Fundraiser.

Discussion about some type of recognition for students who have achieved athletically and academically. Begin with state level qualifiers at the high school level.

The PEASD Board "Listening Session" schedule for next week is as follows:

Date	Day	Location	Time	Board Member(s)
March 16	Monday	PES Cafeteria	4:00 – 5:30 PM	Jean Reith 4-5:30 Doris Parsons
		EES Cafeteria		Mitzi Roscizewski
March 17	Tuesday	PES Cafeteria	4:00 – 5:30 PM	Jean Reith 4 - 5:30
		EES Cafeteria		Mitzi Roscizewski Doris Parsons

The committee would like to have another board member attend, if possible, at EES on March 16 and at PES on March 17.

C. The next committee meeting was scheduled as follows: Tuesday, March 31 at 6:00 PM in the Community Center of PEHS.

D. The meeting was adjourned at 6:35 PM.

Respectfully submitted:

Dr. Steven M. Bloom, District Administrator