

**Palmyra-Eagle Area School District  
Public Relations Committee Meeting MINUTES  
Mrs. Tara LeRoy, Chairperson  
Thursday, July 15, 2021 - 5:30 PM  
Palmyra-Eagle High School Community Center  
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.”

*Please be advised that this meeting is being held in public and individuals choosing to attend and participate will be expected to practice “social distancing” consistent with the Emergency Orders issued by the State of Wisconsin in light of the current COVID-19 pandemic.*

**I. Called to Order at 5:32 PM**

**II. Roll Call - Members present: Tara LeRoy, Doris Parsons, Kristiana Williams. Others present: Jean Reith, Katie Robertson, Caitlin Kirchner**

**III. Agenda**

- A.** June Meeting Minutes Review /Approval - *meeting minutes approved*
- B.** PR Coordinator Updates - *Caitlin continues to update district website, promote summer scholars, Caitlin would like to start journalist group to have students help with promotion*
- C.** WASB Honor Roll nominations - *due August 13 - (BP, Palmyra Public Safety, Eagle PD, Eagle Business Association)*
- D.** Year-End Newsletter - *turn into back to school promo instead*
- E.** PR Budget & Promotional Literature - *Katie & Catilin working together obtain decent camera for PR use*
- F.** EES Rebranding - *Katie to investigate process and costs related to name change*
- G.** AD Announcement / Coach highlights -*discussed highlighting upcoming seasonal sports to build excitement and awareness of new opportunities*
- H.** Social Media Boosters / Sports page - *discussion on social media pages run by booster clubs vs official district pages.*

**IV. Scheduled Next Meeting - August 19, 5:30 PM**

**V. Adjourned at 6:35 PM**

**Mrs. Tara LeRoy, Chairperson:** \_\_\_\_\_

**Mrs. Doris Parsons, Member:** \_\_\_\_\_

**Mrs. Kristiana Williams, Member:** \_\_\_\_\_

**Other Board Members Present:**

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