

Palmyra-Eagle Area School District
Public Relations Committee Meeting Minutes
Mrs. Tara LeRoy, Chairperson
Wednesday, June 15, 2022 - 5:30 PM
Palmyra-Eagle High School Community Center
All meetings are subject to Wisconsin Statutes – Open Meeting Laws (19.81-19.98)

- I. **Call to Order:** The meeting was called to order by Tara LeRoy, Committee Chair, at 5:44 pm
- II. **Roll Call – quorum (2) of this committee required to proceed**
 - A. Attendees: Kristiana Williams, Tara LeRoy, Doris Parsons
 - B. Others present: PR Coordinator - Caitlin Kirchner, Board Secretary - Traci Plotz
- III. **Discussion and Approval of Agenda:** The agenda was reviewed and approved.
- IV. **Agenda**
 - A. **Approval of May 2022 Meeting Minutes:** The minutes from the May meeting were reviewed and approved.
 - B. **PR Coordinator Updates:** Caitlin reported that all her updates go with the rest of the agenda.
 - C. **Newsletter Updates:** Caitlin reported that she is still working on getting a few pieces for the newsletter. Caitlin will follow up with Katie and send a final draft to the committee before sending to the printer.
 - D. **Greenhouse Promotion Updates:** It was reported that Kari Timm will make some edits to the Greenhouse brochure to comply with branding guidelines before using it in the community.
 - E. **Promotional Materials at Community Events (Car Show, Farmers Market, etc):** Tara LeRoy suggested that the District have brochures and/or flyers displayed on the Chamber of Commerce table at community events.
 - F. **Website Updates - Tech Ed/CTE, minutes, report cards, etc.:** A page will be created for the Tech Ed department, and Caitlin will work closely with Tammy Spoerk to keep the page updated. It was reported that the minutes have all been updated on the websites.
 - G. **PR for Donated Ovens from Memmert USA:** Caitlin is working with the Science teachers to put together a plan for PR around the Ovens.
 - H. **Back to School Promo:** Back to School promotions were discussed and it was decided to create a postcard to be sent out with the registration and open house dates. We will discuss more at next months meeting.
 - I. **Promoting "Play It Again Drive" for Used Band Instruments:** Caitlin will add the flyer to the website and will send a write up to the paper with pictures about the program. We will also continue to promote the program on social media.
 - J. **Community Solicitation of Funds:** It was mentioned that there is concern over organizations going to the same business all the time for funding. Discussion took place regarding how to correct this, however, no good process to be determined. Traci and Caitlin will create a branding guidelines to help the buildings and organizations be more consistent in how our materials present to the public.
 - K. **Honoring Lakeland Coach Lines:** Caitlin will reach out to Sue to see if we can get a picture of them at the end on Summer School and present them with a Thank you for their service to the District.
 - L. **2022-2023 PR/Marketing Projects:** Caitlin and Traci will be working on creating a marketing plan/timeline for the 22-23 school year. The committee was asked what items they would like to see added to the plan. Here are the items that were brought up: Newsletters (3-4 times/year), District Brochure, New Video, Action postcards for Registration, 4K-5K open house in Jan, Open Enrollment, Back to school/Open House, and Summer School.
- V. **Schedule Next Meeting: Thursday, July 28th at 5:30 pm.**
- VI. **Adjourn:** The meeting was adjourned at 6:24 pm.