

Palmyra-Eagle Area School District
Public Relations Committee Meeting Minutes
Mrs. Tara LeRoy, Chairperson
Wednesday May 18, 2022 - 5:30 PM
Palmyra-Eagle High School Community Center

- I. **Call to Order:** The meeting was called to order by Tara LeRoy, Committee Chair, at 5:40 pm
- II. **Roll Call – quorum (2) of this committee required to proceed**
 - A. Attendees: Kristiana Williams, Tara LeRoy, Doris Parsons
 - B. Absent: PR Coordinator - Caitlin Kirchner
 - C. Others present: EES principal - Katie Robertson, Board Secretary - Traci Plotz
- III. **Approval of Minutes:** The minutes from the April meeting were reviewed and approved.
- IV. **Discussion and Approval of Agenda:** The agenda was reviewed and approved.
- V. **Agenda**
 - A. PR Coordinator Updates: The PR Coordinator submitted a written update to the committee. EES Principal Katie Robertson reported that the Villages Sesquicentennial is coming up in 2024 and a committee has already been formed to help determine what activities should be part of the sesquicentennial. The School District was invited to have a seat at the table. The District has also recently gone through a CDRC audit and we learned that we need to have a non-discrimination clause and our logo on all public relations materials that go out. It was requested that all printed promotional items that will be seen by the public, come through the District Office to proofread, to help insure that these items stay within our branding guidelines and has the non-discrimination clause on it. Katie Robertson also reported the the EES walk to school day was successful and a plaque is being secured for our largest donor to the event.
 - B. Palmyra/Eagle Community Promo Discussion/ Ideas - At this time we will start with the Summer newsletter.
 - C. District Newsletter / District brochure - Katie Robertson gave a review of the layout of the June Panther Priorities. Discussion took place regarding what items should be added to the newsletter that has not yet been included.
 - D. Discussion of adding district Promotional Statement for upcoming events - Doris Parsons suggested that it may be a good idea to create a promotional list at events that can be given out or announced at all school events.
 - E. PE Greenhouse Advisory Committee - Discussion took place regarding how the committee can support the fundraising efforts for a new greenhouse. More will be discussed at a future meeting.
 - F. Promoting "Play It Again Drive" for Used Band Instruments - The "Play It Again" flyer was reviewed at the meeting and adjustments were made to give people more information on how they could donate their used instruments.
 - G. Introducing & Promoting SPACO - Standard Process Athletic Complex Org -Tara LeRoy asked the committee how the school can help promote the new SPACO organization. The committee determined that it should wait until SPACO is fully established before helping to promote it.
 - H. Developing PR Series on Tech Ed dept highlighting new program opportunities - Discussion took place regarding how to highlight all the great things that the TechEd department is doing. The promotion will start with the summer newsletter and the committee will work with the PR Coordinator to create additional promotional materials.
- VI. **Schedule Next Meeting:** Wednesday, June 15th at 5:30 pm
- VII. **Adjourn:** The meeting was adjourned at 6:45pm

Respectfully Submitted,
Traci Plotz
District Administrative Assistant