

**Palmyra-Eagle Area School District
Public Relations Committee Meeting
Mrs. Tara LeRoy, Chairperson
Tuesday, April 4, 2023 - 6:30 PM
Palmyra-Eagle High/Middle School Library - 123 Burr Oak Street, Palmyra, WI
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.”

- I. **Call to Order:** The meeting was called to order by Committee Chair, Tara LeRoy, at 6:43 pm.

- II. **Roll Call – quorum (2) of this committee required to proceed**
 - A. Attended: Tara LeRoy, Doris Parsons and Kristiana Williams
 - B. Others Attended: Jean Reith, Public Relations Specialist - Caitlin Krichner, Eagle Elementary Principal - Katie Robertson, District Executive Assistant - Traci Plotz

- III. **Discussion and Approval of Agenda:** The agenda was reviewed and approved.

- IV. **Agenda**
 - A. **Approval of January 2023 Meeting Minutes:** The January 12, 2023 minutes were reviewed and approved.
 - B. **Discussion Regarding Public Relations Specialist/Coordinator Job Description:** Traci Plotz shared the job description with the committee.
 - C. **Discussion Regarding Community Facilities Use (Online Program) - Updates:** Traci Plotz reported that we have had our first training, and are still working to set up the system. The next training is scheduled for next week. We hope to have it set up by the end of the year.
 - D. **Discussion Regarding District Newsletter - Winter & Spring Edition:** Caitlin Krichner reported that this Winter edition went smoother and she has already started on the Spring Edition which is slated to go out in June.
 - E. **Discussion Regarding Newspaper Submissions:** Caitlin Kirchner reported that she sends information to the paper every week, but does not know what is being printed and what is not. She will continue to send items to the paper.
 - F. **Discussion Regarding End of Year/Seniors/Graduation.:** Caitlin Kirchner reported that she now has information to begin working on the senior spotlights for facebook. The committee asked if we were doing the Senior yard signs again. It was suggested that we find out what other schools are doing and follow suit.
 - G. **Discussion Regarding Summer School Marketing:** Katie Robertson reported that she would like to get a Press release to paper and find additional ways to get the word out about summer school. Caitlin Kirchner will connect with Katie outside of the meeting and brainstorms ideas.
 - H. **Discussion Regarding 4K PR:** Katie Robertson reported that she would like to get a 4K/5K double sided banner to place at Eagle Elementary saying the we are now enrolling, with full day 4K guaranteed and providing transportation to resident students. She was also interested in getting some smaller yard signs. The committee suggested placing a banner in Palmyra as

well and to make sure that the banner states Palmyra-Eagle Area Schools. No costs were shared with the committee.

I. Discussion Regarding 5th grade genius hour PR: Katie Robertson reported that she would like to promote the great projects that are happening with the 5th grade genius hour. Caitlin Krichne will work with Katie to get that information out.

J. Discussion Regarding Videos of Schools for Promotion: Katie Robertson

V. Next Meeting: A Doodle Poll will go out to determine the next meeting date.

VI. Adjourn: The meeting was adjourned at 7:28 pm

**Respectfully submitted,
Traci Plotz
District Executive Assistant**