

**Palmyra-Eagle Area School District  
Public Relations Committee Meeting Minutes  
Mrs. Tara LeRoy, Chairperson  
Wednesday, October 12, 2022 - 5:00 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 Committee Chair, Tara LeRoy, at 5:00 pm.
- II. **Roll Call – quorum (2) of this committee required to proceed**
  - A. Attended - Tara LeRoy, Doris Parsons, and Kristiana Williams
  - B. Others Present - District Administrative Assistant - Traci Plotz and PR Specialist - Caitlin Kirchner
- III. **Discussion and Approval of Agenda:** The agenda was reviewed and approved.
- IV. **Agenda**
  - A. **Approval of September 2022 Meeting Minutes:** The minutes from the September 14, 2022 meeting were reviewed and approved.
  - B. **Follow up on the Use of the Ovens Donation:** Mrs. Kirchner reported that she finally received information from the Science teachers to explain more about the ovens, and she now has a picture. A posting will be created soon.
  - C. **Discuss Board Presence & Schedule at Parent/Teacher Conferences:** Mrs. Plotz reported that board members have signed up for the evenings they are available. A sign will be created for the table and a purple tablecloth will be covering the table. Mrs. Kirchner will create a facebook post to let parents and community members know about the opportunity to speak to board members.
  - D. **Promo Items for Eagle Business Association Baskets:** Mrs. Robertson sent an email with ideas for items that we can place in the baskets. The committee asked Caitlin to check with Panther Graphics class to see if they can make anything for the baskets. A suggestion was made to place coupons/tickets to some of the district events in the baskets. To do that we will need to check with the organizations running the events to make sure they are OK with giving out free coupons/tickets for their particular event.
  - E. **Discuss Submitting Items to Newspapers:** Tara LeRoy asked whether the art teacher of the month and grant information was sent to the Newspaper. Mrs. Kirchner will send to the paper. The information on the ovens will be sent to the paper as well.
  - F. **Updates on STEP Program for Tax credits for Senior Citizens:** The STEP Program was discussed. It was determined that we need to contact the other school districts (Hartford, Jefferson etc) that have this type of program to find out how they promote, track and report tax credits to the municipalities.
  - G. **PR Coordinator Updates:** Mrs. Kirchner shared the revisions of the district brochure and report that it is ready to go to print. She also reported that letters were going out to businesses regarding Newsletter sponsorships. It was also reported that the Honor an Educator Fall ask is coming up. The committee also asked about and updated promotional video for the District.
- V. **Next Meeting:** TBD
- VI. **Adjourn:** The meeting was adjourned at 5:33 pm.

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