

**Palmyra-Eagle Area School District  
Public Relations Committee Meeting Minutes  
Mrs. Tara LeRoy, Chairperson  
Wednesday, December 15, 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 5:38pm.
- II. **Roll Call – quorum (2) of this committee required to proceed**
  - A. Attended: Tara LeRoy, Doris Parsons and Kristiana Williams
  - B. Others Attended: District Executive Assistant - Traci Plotz
- III. **Discussion and Approval of Agenda:** The agenda was reviewed and approved.
- IV. **Agenda**
  - A. **Approval of November 2022 Meeting Minutes:** The November 9, 2022 minutes were reviewed and approved.
  - B. **Updates on PR related to the Weight Room & Community Wide Indoor Facilities Use:** It was reported that Caitlin is planning facebook posts to celebrate the updates that have been done to the weightroom, and to promote the new equipment that will be arriving next week. The committee would also like us to promote the availability of our building to the community to use, including the weightroom, cardio room and the walk the halls program.
  - C. **Updates regarding Submissions to *The Enterprise*:** It was reported that Caitlin will be submitting 3-5 stories/press releases to the paper each week. The Committee requested that we send those stories to the Jefferson County Daily Union and the Waukesha Freeman as well.
  - D. **Discussion Regarding DPI Report Cards Public Relations plan:** The committee requested that Caitlin work with Kari and Katie to write a press release regarding the DPI report card ratings. They would like to celebrate the positives of the report.
  - E. **Updates on STEP Program for Tax credits for Senior Citizens:** There is no update at this time.
  - F. **Discussion Regarding the preparation of Public Relations/Marketing for the Montessori School/Daycare:** After a lot of discussion the committee decided not to do any PR related to a possible Montessori School/Daycare in the District, as the Board has not yet approved any plans.
  - G. **PR Coordinator Updates** (District Newsletter, Brochures, EBA Basket items, Electric Bus Grant): Caitlin Kircher submitted a written report to the Committee. The newsletter is in the process of being proof read and will hopefully be printed and mailed next week. Caitlin is already pulling together information for the next newsletter. The brochures have been distributed to the buildings. The Panther Graphics Group has pulled together Baskets of Panther merchandise along with tickets to games and free popcorn. The baskets are to be used for new families that move into the district and will be distributed by the Eagle Business Association in Eagle and in Palmyra by a group that is yet to be determined.
- V. **Next Meeting:** January 11, 2023 at 5:30 pm - Community Center
- VI. **Adjourn:** The meeting was adjourned at 6:42 pm.

Respectfully submitted,  
Traci Plotz  
District Executive Assistant