

**Palmyra-Eagle Area School District
Public Relations Committee Meeting
Mrs. Tara LeRoy, Chairperson
Wednesday, August 17, 2022 - 5:00 PM
Palmyra-Eagle High School Community Center
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 5:03 pm.

- II. **Roll Call – quorum (2) of this committee required to proceed**
 - A. **Attended:** Tara LeRoy, Doris Parson, and Kristiana Williams
 - B. **Other present:** Caitlin Kirchner - PR Coordinator, Traci Plotz - Board Secretary

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

- IV. **Agenda**
 - A. **Approval of July 2022 Meeting Minutes:** The minutes were reviewed from the July 28, 2022 meeting.
 - B. **Honoring Lakeland Coach Lines:** Caitlin Kirchner reported that she had placed a “Thank You to Lakeland Coach Lines” on the Facebook page.
 - C. **2022-2023 Building Open House Events and Board Presence:** Traci Plotz reported that a sign up went out to the board members, and there were still slots open for board members to fill.
 - D. **Introduction of Dousman Transport Company:** Caitlin Kirchner reported she posted and introductory post on facebook and was going to work with Jessica Timm to do a get to know your Driver and DTC on our facebook page.
 - E. **Promoting Weight Room Availability for Community Use:** Caitlin continues to promote the weight room on facebook. She is also working on creating an information page on our website. It was suggested that she get some quotes from those that are currently utilizing the program.
 - F. **Discussion regarding items submitted to newspapers:** The committee requested that we remember to submit items to the newspaper.
 - G. **Discussion regarding Press Releases/Statements to press:** Caitlin and Traci will work on a standard response to issues that arise on facebook. Something like “Thank you for bringing this to our attention, we will look into this and get back to you” It was also discussed that sometimes these discussions should be done privately via messenger versus publicly on facebook.
 - H. **Discussion regarding unofficial PEASD Facebook pages:** Caitlin raised a concern regarding facebook pages that are run by other organizations or people who like to promote the district. Many times information is being placed on those pages, which may not be accurate, or they are posted prior to the District posting on our District page. We would like to find a way to collaborate with those groups as well as to help people understand that those

pages are not affiliated with the school district. It was suggested that we place a message on our page, in the about or as a pinned post on our page, stating that “this is the official page of the Palmyra-Eagle Area School District”

- I. **PR Coordinator Updates - (Including Website, Newsletter, District Promo Video, Back to School):** Caitlin reported she is working on updating the coaches and the DPI report scores on the website as well as getting a new DA message. She will also be adding the non-discrimination information on the website. The brochure is well underway and we hope to have a more final proof next month for approval. We are currently working on getting a membership to WSPRA, which will give Caitlin access to additional Public Relations Resources that are specific for schools. Staff spotlights are underway on facebook and she is working on getting information for Bus Captain spotlights and Coach spotlights.

V. **Schedule Next Meeting: September 14, 2022 at 5:00pm**

VI. **Adjourn:** The meeting was adjourned at 6:00 pm.

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