

BOARD OF EDUCATION

Ellington, Connecticut

Communications Committee Meeting Minutes

The Communications Committee of the Ellington Board of Education met on Tuesday, May 5, 2015 in the School Administration Building.

Attendees:

Administrative Team Members: Mr. Stephen Cullinan, Dr. Erin McGurk (departed at 1:30 PM)

Board of Education Committee Members: Ms. Tracey Kiff-Judson, Mr. Dan Keune

Absent: Mr. David Pearson, Ms. Kristen Picard-Wambolt

Guest: Mr. Maurice Blanchette (arrived at 1:10 PM)

Call to Order: The meeting was called to order at 1:02 PM by Ms. Kiff-Judson.

Agenda Items:

Discuss Budget-Related Communications for 2015-2016 Budget

- The committee welcomed the First Selectman, Mr. Maurice Blanchette to the meeting to discuss collaboration with the town on budget communications.
- Mr. Cullinan mentioned a factual flyer that may be prepared by the town to present facts about the budget. Mr. Blanchette reported that there is a one-page, double-sided flyer. The content includes high level numbers, information about the Annual Town Meeting, and the possibility of holding the vote in the town meeting. The flyer will be sent to all mailing addresses in town. The flyer will be mailed with a target of Saturday or Monday delivery to taxpayers.
- Articles/Letters to editors – Ms. Kiff-Judson presented drafts of two articles, one for Facebook and one for publication in a local paper. She agreed to make some modifications and get them out as soon as possible.
- Speakers – Mr. Keune is prepared to speak on behalf of the education budget should a proposal come up to reduce the budget.
- Signs – Mr. Keune and Mrs. Kiff-Judson agreed to accelerate the placement of the signs this week.

Discussion/Review of Communications Framework for the Ellington Board of Plans/Activities for 2015

- Media Pitch/Did You Know Flyer – no update available at this meeting.
- Backdrops – The committee thanked Mr. Cullinan for his work on the backdrops and congratulated him on their successful implementation and recent use.

Old Business

- None

New Business

- None

Next Meeting and Adjournment

- The next committee meeting will take place at 1:00 PM on Tuesday, June 2, 2015. Regular committee meetings will be scheduled on the first Tuesday of each month at 1:00 PM in the administration building. There will be no meetings in July and August.
- A motion was made to adjourn, and the meeting adjourned at 1:55 PM.

1st. Dan Keune

2nd. Tracey Kiff-Judson

Minutes submitted by: _____
Tracey Kiff-Judson, Communications Committee Chairperson