



## Public Relations Subcommittee Special Meeting

March 13, 2019 12:15 PM  
Superintendent's Office  
Administrative Offices  
137-B Glenwood Road  
Clinton, CT 06413

### Attendance Taken at 12:20 PM:

#### Present Board Members:

Erica Gelven  
Sandra Luke

### 1. Opening Exercises

#### 1.A. Roll call

Discussion:

Also present: Superintendent Maryann O'Donnell and Assistant Superintendent Marco Famiglietti

#### 1.B. Pledge of Allegiance

Discussion:

All attendees stood and recited the Pledge of Allegiance

### 2. Budget Public Relations and Communication

Discussion:

Superintendent O'Donnell shared a budget information sheet and the subcommittee discussed communication strategies to support the budget proposal. Superintendent O'Donnell stated she would draft a budget article for the Board of Education newsletter.

### 3. Discussion re: Planned Events for the Pierson School Celebration Committee

Discussion:

Subcommittee discussed plans for "Blast from the Past" date for former Pierson staff to visit the school on April 5th. The second date is a community event set for May 4th from 11 am - 2 pm. Tours of the building, food trucks, large tent, and other activities are planned.

### 4. Discussion re: CPS Branding

Discussion:

Subcommittee brainstormed branding ideas regarding the new grade configurations at Joel and Eliot and whether or not there should be an alignment of mascots among the three schools. District administration will research the feasibility of pursuing a consistent mascot and set of colors for the district.

### 5. Discussion re: Opening of School Events

Discussion:

Subcommittee discussed possible activities for the beginning of the school year. Activities such as a ribbon cutting on the first day of school as well as activities prior to the first day of school were discussed. A future meeting of the subcommittee will discuss what a ribbon cutting ceremony would look like.

### 6. Adjournment

Discussion:

Meeting adjourned at 2:02 pm