



## **Public Relations Subcommittee Special Meeting**

Monday, October 3, 2022 5:30 PM

Board Meeting Room  
Administrative Offices  
137 B Glenwood Road  
Clinton, CT 06413

*Purpose of the Public Relations Subcommittee: Develops communication strategies and the interactions and interface between the district and its stakeholders.*

Attendance Taken at 5:33 PM.

Jason Adler: Present  
Erica Gelven: Present  
Jack Scherban: Present  
Catherine Staunton: Present

### **1. Opening Exercises**

#### **A. Roll call**

Also present were Superintendent O'Donnell and Assistant Superintendent Marco Famiglietti.

#### **B. Pledge of Allegiance**

All participants stood and recited the Pledge of Allegiance.

### **2. BOE Newsletter Topics**

The subcommittee brainstormed topics for the next newsletter that is intended to be sent in October. Prior editions of the newsletter were reviewed for formatting and context. The subcommittee agreed that the format should be easy to read on all devices and that they would like the newsletter published 3-4 each year.

### **3. Branding Discussion re: Signage / Pole Banners**

The subcommittee reviewed the draft pole banner styles that were developed by the contracted graphic artist and provided suggestions for the final style guide. Discussion also occurred regarding improvements to the signage at the entrance of Joel School.

### **4. General Discussion**

### **5. Adjournment**

Adjourned at 6:46 pm

Respectfully submitted by M. Famiglietti