

**OFFICE OF THE SUPERINTENDENT OF SCHOOLS
106 Hancock Road
Peterborough, New Hampshire**

CONTOOCCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

SAU #1 Board Room

Monday, February 18, 2019

(Rescheduled from Tues., February 12, 2019)

7:00 p.m.

MINUTES

Committee Members:

- Niki McGettigan, Chair
- Rich Cahoon
- James Fredrickson
- Stephan Morrissey
- Janine Lesser
- Kristen Reilly

Present: Niki McGettigan, Rich Cahoon, James Fredrickson, Stephan Morrissey, Kristen Reilly, Dr. Ann Forrest, Myron Steere

1. Call to order

Niki McGettigan called the meeting to order at 7:00 p.m.

2. Accept minutes of January 15, 2019

Rich Cahoon moved to accept the minutes of January 15, 2019. Stephan Morrissey second. Unanimous.

3. Working meeting - Please come with computers

- Map out communication plan for the month prior to March 12th vote

Niki McGettigan reported out on work on a press release. The release has to be submitted as a *Letter to the Editor* rather than a *Press Release* since the information has been covered previously in the paper.

Information is on the website; Jim's paper, Rich's opinion piece on middle schools, budget information, and viewpoints will be coming on Monday, with a new one to follow each Monday. Niki reported that the mailing that often is sent about each ballot question is in "Drive". Is there any other way that information can be distributed?

Taking just the warrant article tonight is the big goal.

4. New assignments

- List topics for communication and assign content writing to committee members with deadlines
- Determine teams of readers and checkers
- Decide on pieces for publication for pamphlets and handouts as applicable
- Assign- Create handout/pamphlet distribution
- Prepare/review an intro summary for newspaper and website

Ballot numbers have been reconfigured.

In previous years, an explanation about the Warrant Articles has come from the SAU so it is a neutral voice.

It is not clear what we are asking for with the additional bussing article. People believe that we are buying \$808K worth of busses. They don't understand that it is \$808,00 every single year. An article in the newspaper is needed to cover more ground on this topic.

Brenda will send a "draft" mailer to Jim Fredrickson. Jim will work on the mailer.

Jim Fredrickson exited the meeting at 7:15 p.m.

Niki McGettigan will take care of the press release and update the primer.

Stephan Morrissey will take on communication on social media about the bussing article. He will explain what is being proposed this year.

Funding formula change – Rich Cahoon will develop communication on this topic as informative. David Jack was suggested to work on the task of the tax impact using the current formula and the 60/40 formula proposed on a \$200K house. People want to see what the impact would be for them with the proposed funding formula article.

Kristen Reilly exited the meeting at 7:29 p.m.

Discussion took place about the cost of an education for a ConVal student and communicating it. This will be communicated at a later time, after voting.

Underreporting of the cost of elementary schools in "We Are ConVal" has been a criticism. Figures don't include itinerant staff.

Kristen Reilly and Janine Lesser will work on short releases of information for release.

"We are ConVal" needs some revamping in terms of removing some items and adding others i.e. Running Start.

Enrollment data should be included in the Annual Report.

Posting information about what would be cut in the event of a default should be communicated – Janine and Kristen.

Giving information about the rules for a conversation about consolidation should be communicated. It would outline the Articles of Agreement, the items required by law, etc. It would eliminate conversation about things that just can't happen.

5. Schedule smaller group special additional work sessions to complete tasks

Outlined in agenda item 4 above.

6. Review assignments, deadlines, and next steps

Outlined in agenda item 4 above.

Stephan Morrissey motioned to adjourn at 7:58 p.m. Rich Cahoon second. Unanimous.

Respectfully submitted,

Brenda Marschok