

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, August 13, 2020

5:30 p.m.

Physical Location: None

Virtual Location:

<https://us02web.zoom.us/j/82067584040?pwd=QTBpV00rR3pTNTdNbzJWeDI5amU0dz09>

Meeting ID: 820 6758 4040

Password: YzxB3W

+1 646 558 8656 US

Meeting ID: 820 6758 4040

Password: 690520

Minutes

Committee Members:

- Niki McGettigan, Chair
- Alan Edelkind
- Jim Fredrickson
- Janine Lesser
- Kevin Pobst

Present: Niki McGettigan, Jim Fredrickson, Janine Lesser, Kevin Pobst, Dr. Kimberly Saunders, Alan Edelkind

1. Call to Order

Niki McGettigan called the meeting to order at 5:36 p.m.

2. Accept Minutes of July 27, 2020

Kevin Pobst moved to accept the minutes of July 27, 2020. Janine Lesser second. Unanimous.

3. Update on Communication Firm Search and Timeline

Kimberly Saunders said that the search for a communication firm has been narrowed to four. The first group is the John Guilfoil Public Relations firm based in New Hampshire. One of their major accounts is Oyster River. They also have one person that would be our point of contact. They come highly recommended.

The second firm is Bfresh out of Concord, NH. This is a fairly young and up and coming firm. They have different ways of thinking about public relations and communication. They have a big understanding of social media. They have some of the things that we are looking for.

The third firm is Louis Karno & Company, located in Concord, NH with their main office in Boston, MA. This company has a deep bench. We would be working with one point person located in NH who would draw from the Boston office to meet our needs.

The fourth is Montagne Communication, also based in New Hampshire.

Kevin Pobst noted that Bfresh had a box titled "lobbying". He wondered if the others had that listed.

Kimberly said that is one item that is not on our list of needs. It is not necessarily anything that we were looking for but it is an interesting factor.

Kevin cautioned becoming affiliated with an organization that was a player in the lobbying game.

Janine Lesser said that she would be afraid of the partisanship.

Janine asked further about pricing. Kimberly said that we have not really talked long-term about what we would want to budget for communication.

Jim Fredrickson asked if a rate has been discussed. Kimberly said that she has not discussed rates.

Is travel part of the billable hours? Kimberly said that they may come out to get a lay of the land. Otherwise, they would speaking mostly remote.

This is a one year contract that we are looking for.

Jim Fredrickson said that an assessment of our needs and what we are doing right and wrong would be valuable. He said that we will need to exert some discipline using a communication firm because of what the hourly rate might be. In other words, be very pointed in what we want.

Niki McGettigan suggested that the Communication Committee does a quick recap of what was working well so we are evaluating as we go. We should keep a temperature on what is positive.

Kimberly said that it is important that she bring firms to the Communication Committee for a recommendation to the full board.

Alan and Janine will write letters to the editor.

4. Adjournment

Niki McGettigan adjourned the meeting at 6:04 p.m. Unanimous.

Respectfully submitted,

Brenda Marschok