

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

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, February 11, 2021

6:00 p.m.

Physical Location: None

Virtual Location:

<https://us02web.zoom.us/j/82765901432?pwd=TGt4bmJJWk9lWGIGYVpzc3FOelRVQT09>

Meeting ID: 827 6590 1432

Password: z8wg3p

+1 646 558 8656 US

Meeting ID: 827 6590 1432

Password: : 320523

Minutes

Committee Members:

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

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

1. Call to Order

Niki McGettigan called the meeting to order at 6:01 p.m.

2. Approve Minutes – January 14, 2021

Jim Fredrickson moved to approve the minutes of January 14, 2021. Alan Edelkind second. Unanimous.

3. Review Guilfoil Public Relations Press Releases

Niki McGettigan reported that information is just in today. Feedback is needed. We want to send the communications out in a certain order. One piece is about the specific drivers in the budget; benefits in particular. One is related to record high kindergarten enrollment. Main communications include the proposed budget and the teacher's contract. Remote learning is another.

Niki McGettigan said that Guilfoil Public Relations would help inform and sell the contract. Another piece was the social/emotional piece driving the need for counselors.

Who is the intended audience for these communications? The general public is the audience. The pieces will go to newspapers and social media.

Should anything be said about how the State used to share the retirement costs? Kimberly Saunders said that she will discuss it with Guilfoil.

By State Statute, all teachers and staff have to participate in the NH Retirement Plan.

The committee should review the communications so they can begin streaming out next week.

4. Review budget articles and posts

The information contained under the "Budget" tab on the website was reviewed. Kimberly's budget presentation will also be uploaded. A banner will be requested that directly brings anyone looking for information right to it.

Justifications were discussed for specific budget items. Kimberly will review with Ann Forrest. If Guilfoil develops a video on K-8 then it can be referred to.

5. Assign any pieces needed between now and March 9th

Aside from the website and other communications in the works, is anything else needed?

Niki McGettigan reported writing an article reminding people to vote on March 9th.

Jim Fredrickson said that he has written nine articles and recently completed the tenth. Once that is posted, he proposed to take all ten and put them together in one document and post and give to town offices and post online.

Last year, people were directed to a page that contained all of the information. Every communication was listed under "Communications". This year, we have supporting pieces written by Jim Fredrickson. Guilfoil communications could be embedded in the page as well.

If we get a default and then receive more money for COVID, how does that work? Items that qualify for reimbursement could be moved around.

6. Other

Niki McGettigan reviewed the action items decided at tonight's meeting.

Niki McGettigan motioned to adjourn at 6:49 p.m. Janine Lesser second. Unanimous.

Respectfully submitted,

Brenda Marschok