

Public Relations Subcommittee Meeting

(Via Remote Connection)

10-14-2020

MINUTES

In attendance: Superintendent Ambrose, Larry Heath (Chair), Tammy Mahoney, Charles Melvin, Sr.

Mr. Heath called the meeting to order at 4:30 PM and read the Zoom Checklist for Right-to-Know Compliance for Remote Meetings. He then asked for a Roll Call attendance with each attendee stating their name, location and who may or may not be with them at that location. All complied with the request.

Superintendent Ambrose addressed the communication with the community. He does not want to oversaturate with information and asked the committee for their input. A survey on bussing will go out this week and will inform us and help plan bus routes (as Ms. Mahoney had brought that to his attention). He asked what other information the committee wants to address or have the Board address in a letter. This subcommittee is about board communication. We've done a good job of coordinating more information in the Annual Report (which is going to come up in December) and letters for the paper. He understands that the Board has oversight on this but wanted to check in with the committee for feedback on what we could do better or differently.

Mr. Heath said he heard someone say, "This is the most I have heard about the school". It was not negative or positive but just a statement.

Ms. Mahoney said people are anxious to have school open. The district put out some communication when we voted to open the school or go back to in-person learning.

Mr. Ambrose commented that the COVID situation is a public relations nightmare and it is difficult to make everyone happy. Adding the Reorganization to the mix makes it even more challenging. He feels that available, up-to-date data is important to justifying any decisions. Videos are very informative. These are his talking points.

Mr. Melvin referenced the Carriage Towne News recent article on the district's re-opening plan put out by the NKTA and also said the Fire Department in Newton checked out Memorial for Fire and Safety and we don't have any real problems, very minor in fact. The seating is being planned as well.

Mr. Ambrose said, yes, readiness is an important message.

Ms. Mahoney said that we should reiterate who they can call if they have concerns to send a message that Administration are accessible and available to help.

Bus route protocols were discussed and Mr. Heath asked Mr. Ambrose to share that on his Facebook as he receives inquiries on that, which he will do.

Ms. Mahoney asked that Mr. Ambrose include an explanation/ summary of all changes we are making in getting ready for in-person learning to help make for a successful start.

Mr. Ambrose said the next meeting will be Wednesday, December 9th at 4:30 PM. Agenda items are as follows:

- ◆ COVID Communication Update
- ◆ Review of Annual Report

Meeting adjourned at 4:50 PM

Recorder: Phyllis Kennedy

