



## Public Relations Subcommittee Special Meeting

February 24, 2020 5:30 PM

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

### Attendance Taken at 5:32 PM:

#### Present Board Members:

Erica Gelven  
Catherine Staunton

### 1. Opening Exercises

#### 1.A. Roll call

##### Discussion:

Also in attendance were Superintendent O'Donnell, Assistant Superintendent Famiglietti, and Graphic Artist Laura O'Brien.

#### 1.B. Pledge of Allegiance

##### Discussion:

All participants stood and recited the pledge.

### 2. Branding Initiative and Graphic Artist Update

##### Discussion:

L. O'Brien shared various concepts for the school logos and typography of the mascot and representations. Feedback was provided regarding ideas and some additional direction for the graphic artist was provided. The next meeting will provide further development of the concepts.

### 3. Budget Communication and Strategy

##### Discussion:

The members discussed the upcoming BOE district newsletter topics and information related to budget. The newsletter will be the main source of information provided and there are plans for a March and April edition to include budget information.

### 4. General Discussion

### 5. Adjournment

##### Discussion:

Meeting adjourned at 7:05 PM

Respectfully submitted by M. O'Donnell