



Public Relations Subcommittee Special Meeting

July 20, 2020 5:30 PM
The Morgan School
Café
71 Killingworth Tpke
Clinton, CT 06413

Attendance Taken at 5:30 PM:

Present Board Members:

Jason Adler
Erica Gelven
Michael Hornyak
Catherine Staunton

1. Opening Exercises

1.A. Roll call

Discussion:

Also in attendance were Superintendent O'Donnell and Assistant Superintendent Famiglietti. Graphic Artist Laura O'Brien joined the meeting remotely in order to present her updated work to the subcommittee.

1.B. Pledge of Allegiance

Discussion:

All participants stood and recited the pledge.

2. Branding Initiative Update

Discussion:

Laura O'Brien shared updated graphic design work related to the CPS rebranding initiative. Topics included adjusted district and school logos, an update to the image of the Joel Husky, and formats for letterhead and website logos. In addition, the subcommittee reviewed the brand guidelines for uniform selection and listened to the overview provided by L. O'Brien regarding decision-making in this area.

3. General Discussion

Discussion:

The board briefly discussed the timeline for transitioning the district and schools to the new logos and mascots. It was decided that the Board would revisit this when the work was completed to determine the next steps.

4. Adjournment

Discussion:

Meeting adjourned at 6:32 PM

Respectfully submitted by M. O'Donnell