

SCHOOL DISTRICT OF JOHNSON CREEK
Communication Committee Meeting Minutes
Wednesday, November 6, 2019
District Board Room
5:30 p.m.

Chair Jennifer Malueg called the meeting to order.

Members Present: June Kolaske, Jennifer Malueg, Mark Siewert and Board President Richard Wrensch

Also Present: Superintendent Michael Garvey, Brett Perucco, and Ken Johnson

Dr. Garvey verified that the meeting was properly posted.

Motion by Siewert/Wrensch to adopt the agenda as posted. Motion Carried.

Dr. Garvey presented information and a proposal from Alumni Nations. Alumni Nations assists districts with connecting with alumni. Several years ago, the majority of the Board was interested in the District joining Alumni Nations however the set-up cost was prohibitive. Alumni Nations has revamped its pricing and the new pricing is quite affordable. Although some of the Committee seemed interested, Mrs. Kolaske indicated that she was not in favor of joining Alumni Nations until she could see what else is available. She will do so at the state convention. No additional consideration was given.

Dr. Garvey reported that the JAY will be distributed each quarter. Dr. Garvey was asked about the production process. He indicated that the students in the class report to the student editors and Mr. Novak works with the students as well. Dr. Garvey does a final edit. Mrs. Kolaske objected and asked why Dr. Garvey would do the editing. He responded with a couple of reasons.

1. In the early production years, he would get papers returned by community members and School Board members with edit marks.
2. Since it was a class and it is a student production, it is valuable feedback to the students. It also should be their best work.
3. The accuracy of the information is important.

Dr. Garvey shared the history of joint municipal meetings in the District. Although they have not been embraced, he would like to try one this year. He explained that the District will invite the municipal leaders from within the District to a joint meeting. The School District would use the meeting to showcase a number of items. Each municipality would also be given time to do the same. Mrs. Kolaske suggested that it be a holiday social. Dr. Garvey asked that it be a business meeting and not a social. The Committee endorsed Dr. Garvey's idea and a meeting will be scheduled for January or February.

Dr. Garvey led a discussion about how the District could share information about the April 7th, 2020 referendum. He shared the rules emphasizing that school resources could not be used to promote a yes or a no vote on the question. He also shared that the interpretation of the statute is that Board members can be involved in promoting a position and that the law assumes that they support the referendum or they would not have forwarded it to the electorate. In contrast, the superintendent is not allowed that much latitude. Dr. Garvey must focus on disseminating only the information.

The Committee endorsed the following:

- holding large community meetings
- producing get out to vote materials with detailed information about the question, process, and what is included
- placing voting information and design materials in public places

The Committee is still interested in having Spectrum develop a commercial about the District. Dr. Garvey will reach out to Spectrum.

Motion by Wensch/Kolaske to adjourn. Motion Carried.

Submitted by:

Michael P. Garvey, Ph.D.
Superintendent