

**WESTBROOK BOARD OF EDUCATION
EDUCATE, CHALLENGE, & INSPIRE**

Communications and Marketing Subcommittee Thursday, March 24, 2022 @ 5:45 p.m. WHS Library

Members present: Mary Ella Luft, Zachary Hayden, Andrew Miesse, Kim Walker

Absent: Mike Esposito

Also present: Superintendent Kristina J. Martineau

MINUTES

- I. Call to Order: Mary Ella Luft, Chair, called the meeting to order at 5:45 p.m. in the WHS library.
- II. Election of Chair: MOTION by Z. Hayden and SECOND by A. Miesse to elect Mary Ella Luft as Chair of the Communications and Marketing Committee. Vote unanimous.
- III. Approval of Minutes
 - 1. January 27, 2022: MOTION by K. Walker and SECOND by Z. Hayden to approve the minutes of January 27, 2022. Vote unanimous.
- IV. Purpose of Communications and Marketing Subcommittee and Proposed Agenda Items: Discussion on the purpose and continued direction of this committee. The committee concluded the purpose is to improve communication with the community about the positive things going on in our schools. The Committee decided to focus attention on putting together a video about our schools to use for promotion, highlighting WPS strengths. Students could assist with this project once school is back in session. Dr. Martineau will continue sending articles for *Westbrook Events* twice a year and giving updates, as well as the Harbor News as appropriate.
- V Adjourn: MOTION to adjourn at 6:33 p.m.

Respectfully submitted,

Christine Kuehlewind, Board Secretary

Cecilia S. Lester, Board Recording Clerk

TBA at next meeting.