

**MINUTES OF THE BOARD OF EDUCATION**

Special Meeting                      Administration Building                      7:01 p.m. – 8:46 p.m.                      November 9, 2011

Members Present:

Leandra Sedlack, Presiding Officer  
 Lisa Houk  
 Karen O'Halloran  
 Mark Mirabile  
 Rick Rigley  
 Gina Scaletta-Nelson  
 Beth Tegtmeier

ROLL CALL AND VISITORS

Present with Superintendent Mark Fredisdorf was staff member Erika Sawosko; Sandy Bosch, Doings Newspaper; and residents Kim Barker and Kim Gilman.

OATH OF OFFICE

Board President Leandra Sedlack administered the oath of office to newly appointed Board member Rick Rigley.

REPORTS AND DISCUSSION ITEMS

Board President Leandra Sedlack stated that the special meeting agenda was for the Board to address Board Goal 4 – *Clarify, enhance and commit to Pleasantdale community communication*. Superintendent Mark Fredisdorf presented a powerpoint presentation that provided a history of communication goals from 2006 to 2011. He recommends that the Board consider the services of NSPRA (National School Public Relations Association) to perform a communication audit. The Board directed the Superintendent to obtain further information (costs, report details) from NSPRA for conducting a communication audit for Pleasantdale. The Board will reestablish the communication committee to review current communication procedures. Board members Karen O'Halloran and Gina Scaletta-Nelson were designated as members of the communication committee. Superintendent Mark Fredisdorf was directed to research videotaping the Board meetings. The Board discussed minimizing the highlights and minutes to be more summative in nature. These and other alternatives will be reviewed at the December Board meeting. The Board will forward any suggested changes/additions to the pro forma calendar to the Superintendent. The Board would like Board packets to be placed on the district's website. Superintendent's Secretary Erika Sawosko will work with Board President Leandra Sedlack in obtaining information for Board review on electronic Board packets. Each Board member will be provided with a dedicated email address to use for Board business. A question was raised pertaining to best practices for community members to address the Board.

OPEN FORUM

Kim Barker stated that as a parent, taxpayer and marketer she is disappointed that the Board is not discussing two way communication. She does not feel there is a good forum for there to be two way conversations with the Board. She stated the Board is addressing tactical issues but not asking about concerns of the school community. She would like to see a survey asking the community what they want by ways of communication. She would like to see the Board seek volunteers who are experts in public relations and include them on the communication committee. She also volunteered to be a part of that committee.

ADJOURNMENT      The special meeting adjourned at 8:46 p.m.

App. \_\_ President *Leandra M. Sidelack* Secretary *Bria A. Houk*