**MOHAWK TRAIL REGIONAL SCHOOL DISTRICT**

**MOHAWK’S BEST COMMUNICATION SUBCOMMITTEE**

**April 21, 2016**

**DRAFT MINUTES**

The Massachusetts Open Meeting Law requires minutes for all school committee and subcommittee meetings.  The recorded minutes are open to the public for inspection within 10 days of the meeting. Minutes recorded provide a brief overview that reflects the subject matter discussed and any decisions made.  If any motions are made clearly state the motion and indicate who made the motion and who seconded the motion.  Record who was in favor, opposed, or abstained.  The names of any person(s) appearing before the committee are to be indicated.

**Date:**  Thursday, April 21, 2016 **Time:** 6:00p.m. **Place:** Superintendent’s Conference Room at Mohawk

**Committee Members in Attendance:** Karen Blom [Buckland], Mick Comstock [Heath]

**Committee Members Not in Attendance:**  Kate Barrows [Colrain], Sarah Reynolds [Charlemont], Susan Mitchell [MDEA], Willow Cohen [MTRSD School Committee]

**School Committee Members in Attendance:**  Martha Thurber

**School Administration:** Superintendent Michael Buoniconti

**Others in Attendance:**  John Payne [Shelburne]

**Documents:**

April 21, 2016, Agenda

April 14, 2016 Draft Minutes

**Call to Order:** Karen Blom called the meeting to order at 6:00 p.m. Thee not being a quorum of the Subcommittee in attendance, the meeting proceeded with discussion only. No action or votes were taken.

**Citizen Comment:** Citizen comments were encouraged throughout the meeting.

Prior to beginning discussion of the regular agenda, there was a discussion of the Shelburne Finance Committee’s recent report on its decision not to support Mohawk’s FY17 operating assessment.

**Review To-Do List and Communication Strategies**

School Flyers

Martha Thurber reported that a professional graphic designer had volunteered time to design all five brochures and that re-design is underway. Black & white versions of the flyers will be available for Town Meetings, with color versions available for “marketing” distribution. The group agreed that getting these to local real estate agents is important, as well as making sure that online information about the quality of the Mohawk District that is commonly accessed by potential homebuyers in this area is accurate. The group also discussed the idea of having seniors at Mohawk provide tours of the school to prospective students and their families as has been done at other area schools.

Outreach

The Subcommittee then discussed ways to encourage broader participation in BEST activities. Ideas included more broadly posting meeting times/places, e.g., at town libraries, transfer stations and post offices. The group also discussed presenting information on BEST activities and meetings at town meetings.

**Adjournment:** On a motion by Karen Blum, seconded by Mick Comstock, the Subcommittee voted to adjourn the meeting at 7:00 p.m.

Submitted By: Martha Thurber

Next Meeting: May 10, 2016, 6:00 p.m. at Heath School