

**Region One Board of Education
Communication Sub-Committee
Minutes for Thursday, December 12, 2019**

A meeting of the Region One Board of Education Communication Sub-Committee was held on Thursday, January 16, 2020 at 9:00 a.m. in the Central Office Conference Room.

In attendance were sub-committee members John Sanders and Pat Mechare. Also in attendance were Superintendent Pam Vogel and Janet Carlson of the One Eleven Group.

The meeting was called to order at 9:15 a.m.

Discussion was held regarding an umbrella campaign for a marketing plan encompassing districts across the northwest corner of Connecticut. The COG (Council of Governments) has awarded \$2,400 in grant money to be used for this campaign. Districts that have committed so far include Region 6, 7, 12, and Litchfield/Wamogo. Region 1 would make a total of 5 districts, resulting in a per district cost of \$3,764. This will be brought to the Region One Board at their February meeting for a vote.

Discussion was also held regarding websites, social media, reputation management, and branding for Region One School District.

The meeting was adjourned at 10:25 a.m.

Respectfully submitted,

Tina Bunce

Tina Bunce
Board Clerk