

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

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| <p><b>WESTBROOK BOARD OF EDUCATION</b><br/><b>Wednesday, September 29, 2021 at 5:15 p.m.</b><br/><b>Communications and Marketing Subcommittee</b><br/><b>BOE Conference Room</b></p> |
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Members Present: Mary Ella Luft, Michele Brigham, Zachary Hayden  
Absent: Mike Esposito  
Also Present: Superintendent Kristina Martineau

MINUTES

- I. Call to Order: The Communications and Marketing Subcommittee meeting was called to order at 5:17 p.m. in the BOE Conference room by M. Luft, Chair.
- II. Approval of Minutes
  1. May 25, 2021: MOTION by Z. Hayden to approve the minutes of May 25, 2021 and SECOND by M. Vote: Unanimous
- III. Portrait of a Graduate Update and Role of BOE Communication and Marketing Committee: Superintendent Martineau updated the committee on progress of Portrait of a Graduate. The Committee did not feel a need to play a role at this time in Portrait of a Graduate meetings as there is adequate representation already.
- IV. 2021-2022 Proposed Meeting Agendas and Community Input  
Ideas and Invitations: The Committee decided to meet with different groups to see how it could best support them. Dr. Martineau will send an invite to Athletic Boosters for starters and Mary Ella will do a follow up.
- V. Communication and Marketing Suggestions: Superintendent Martineau is continuing with quarterly newsletters (*Westbrook Events*). *Harbor News* is also a resource as appropriate news becomes available. *CT Examiner* published an article on Robotics. Other suggested resource to use for getting news out is Face book pages (People of Westbrook). Another suggestion was to do a brochure about the schools to be left in places around town.  
  
Superintendent Martineau updated the committee that B. Russell is working on getting the Board members pictures on the website.
- VI. Next Meeting Date: November 18, 2021 @ 5:00 p.m.
- VII. Adjourn: MOTION by Z. Hayden to adjourn at 5:57 pm and SECOND by M. Brigham. Vote unanimous.

Respectfully submitted,  
Cecilia S. Lester, Board Recording Clerk

Minutes to be approved at next meeting.

