

Regional School District 12
Board of Education
Retreat Minutes
Shepaug Valley School
November 12, 2014

The Board of Education Retreat began at 6:38 p.m. on Wednesday, November 12, 2014. Present were Board members: Valerie Andersen, Alan Brown, Gregory Cava, Michelle Gorra, Emily Hibbard, James Hirschfield, Susan Stumpf and Peter Tagley. Tony Bedini, Kelly Lott and Michael Sinatra were absent. Patricia E. Cosentino, Ed.D., Superintendent and Teresa DeBrito, Director of Curriculum, Instruction and Assessment were also present. Jennifer Pote arrived at 6:40 p.m.

STRATEGIES TO PUBLICIZE AND MARKET REGION 12

The Board welcomed Ann Baldwin, President of Baldwin Media Marketing. Discussions included the Board's goals, key messages, the need for a media inquiry protocol and strategies to publicize and market Region 12.

Ms. Baldwin will be meeting with the Education Commissioner on Friday, November 14, 2014.

A follow-up meeting with Ms. Baldwin will be scheduled.

ADJOURNMENT

The retreat was adjourned at 8:27 p.m.