

Grass Lake Community Schools

899 South Union Street • Grass Lake, Michigan 49240

(517) 522-5540 • Fax (517) 522-8195

Grass Lake Community Schools Work Session

Monday, September 22, 2014
7:00 p.m.

George Long Elementary
Library/Media Center

BOARD MEMBERS PRESENT

Tim Waskiewicz
Janey Bisard
Rich Holcomb
Kristi Shoemaker
Mark Burnett
Kimberly Seaburg

MEMBERS ABSENT

Darrell Hart

ADMINISTRATORS

Michelle Clark
Jeanene Satterthwaite
Doug Moeckel
Brad Hamilton
Brian Thompson

GUESTS

Debbie Brady
Tovah Sheldon
Brenda Livesay
Shawn Brown
Heather Brown
Tom Cicalo
Brad Coffey

PRESIDING OFFICER:

Tim Waskiewicz, President

Certified Correct

Kristi Shoemaker, Secretary

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1. Call to Order

President Waskiewicz called the meeting to order at 7:00 p.m., followed by the Pledge of Allegiance and a moment of silence.

2. Approval of Agenda

Moved by Member Shoemaker, supported by Member Holcomb, to approve the agenda as presented. All present voted Aye. Motion Carried.

3. Correspondence

None

4. Hearing of Citizens

None

5. Reports of the Superintendent for Information

A. Tovah Sheldon – Report on District Research and Survey

Ms. Sheldon handed out a hard copy of her data findings and survey. Ms. Sheldon asked for input about the specifics of the survey and for suggestions of the best way to conduct it. Suggestions were provided by the members.

B. Brenda Livesay from the JD Agency – District Branding/Advertising/Marketing

Brenda Livesay from the JD Agency gave a brief overview of her experience in the marketing field and described what her company is able to accomplish in the area of creative marketing. She played a recording of the “on-hold” message from our high

school that is currently providing marketing for the district. She then explained what could be provided by adding an “awareness” radio campaign which could be used to promote the districts’ positives. She also discussed the benefits of utilizing Pandora internet radio; this form of radio allows only one commercial/ad per 20 minutes of programming, keeping the attention of the audience.

Other ideas that could be pursued: virtual tours of the buildings on the website with creative audio, promotional half-time messaging at home games promoting concessions, Warrior Wear, booster events and local businesses.

C. Administrative Reports

Questions were asked about items in the reports and answered by the administrators.

6. Round Table Discussion

A. Further Discussion on items presented in Reports for Information

No further discussion was offered.

7. Unfinished Business

Additional comments were made by the board.

8. Executive Session

- A. Teacher Contract Negotiations
- B. Purchase of Property

Moved by Member Shoemaker, supported by Member Seaburg, to move into Executive Session. The members voted by roll call: Member Burnett – yes, Member Bisard – yes, Member Holcomb – yes, Member Shoemaker – yes, Member Seaburg – yes, Member Waskiewicz – yes. Motion Carried.

Moved by Member Seaburg, supported by Member Shoemaker, to move out of Executive Session. All present voted Aye. Motion Carried.

9. Adjournment

Moved by Member Seaburg, supported by Member Shoemaker, to adjourn the meeting. The meeting was adjourned at 9:51 p.m. All present voted Aye. Motion Carried.