

The Regional School District 13 Board of Education Policy Committee met in Regular Session on Wednesday, October 20, 2021 at 6:00 PM in the library at Coginchaug Regional High School. Committee members present: Mrs. Booth, Mr. Hicks, Mr. Moore and Mr. Roraback
Committee members absent: Mrs. Caramanello, Dr. Taylor and Mr. Yamartino
Board members present: Ms. Geraci
Administration present: Dr. Schuch, Superintendent of Schools and Mrs. Neubig, Director of Finance

Mr. Hicks called the meeting to order at 6:00 PM.

Pledge of Allegiance

The Pledge of Allegiance was recited.

Public Comment

None.

Approval of Agenda

Mr. Moore made a motion, seconded by Mr. Roraback, to approve the agenda, as presented.

In favor of approving the agenda, as presented: Mrs. Booth, Mr. Hicks, Mr. Moore and Mr. Roraback. Motion passed unanimously.

Approval of Minutes - August 25, 2021

Mr. Moore made a motion, seconded by Mr. Roraback, to approve the minutes of August 25, 2021, as presented.

In favor of approving the minutes of August 25, 2021, as presented: Mrs. Booth, Mr. Hicks, Mr. Moore and Mr. Roraback. Motion passed unanimously.

Advertising policy review

Mr. Moore explained that he and Mrs. Neubig met after the last meeting and made a change to page two of the policy which allows the district to designate an entity, like the Benchwarmers or others, to manage the advertising and signage, collect the money, distribute it and submit an annual accounting to the district. The district would retain control over the actual signage and placement. They also included a statement that it needs to be in accordance with Title IX, so that it is distributed fairly and equally.

Mrs. Booth also confirmed that the board could retain the right to process the signs and allocate the funds and Mr. Moore agreed. Dr. Schuch agreed with retaining that right, but noted that they did not have the manpower to actually do that. Mrs. Booth asked if this was specifically for sports or if it included the music program as well. Mrs. Neubig didn't feel that there would be signs in the auditorium, but the policy does include other activity programs including playbills if the board wants to include that.

Mr. Hicks asked if there was still advertising in the yearbook and it was confirmed that there is. It was also mentioned that regulations could be added by the superintendent. Mr. Roraback would like to see

that type of money put toward helping students that can't afford activities. Mrs. Neubig explained that there is an alumni fund and they no longer have a pay-to-participate charge. These types of funds would normally go back to the organization, be it sports, drama or music.

Ms. Geraci felt that they should get the policy put through now so as to enable the organizations to start doing it and the policy will evolve over time. Mrs. Neubig agreed and felt that other things could be handled through the regulations.

Mrs. Neubig did ask for clarification on funds management allocation and whether the policy would include activity programs, which would include newspapers, yearbooks, play programs and concerts. Ms. Geraci asked that the financial reports be submitted within 30 days of the last day of school so that it doesn't drag on. Mrs. Neubig felt it could be 30 days from when the fundraiser ends. Dr. Schuch felt that the auditors would not really care about this for the district, but the organizations themselves would. He felt that the better question is how important is it to the district and to what extent will they enforce it. He wouldn't want to have Mrs. Neubig hounding people for the information. It was suggested that the consequence would be that the organization would not be able to do it again next year.

Mrs. Booth also asked if the district will allow political signage. Dr. Schuch felt that there was probably a policy already prohibiting that. Mrs. Booth would like that added to this policy. She also asked about the portion of the policy that mandates that the signs be removed at times other than the specified events and asked if the signs will be taken down in between each game. Dr. Schuch recommended permissive language around that because the organization should be able to make deals with the advertisers. He also mentioned that he did not find signage distracting, even during graduation, but felt that the district could always just tell them that the signs need to come down for graduation.

Mr. Moore also stated that Dr. Taylor had emailed Mrs. Neubig and let her know that he was okay with this policy.

Mrs. Neubig suggested that they bring the policy to the full board and then she and Dr. Schuch can work on the regulations.

Ms. Geraci asked if the board could bypass a second read if everyone was in favor and Mr. Hicks stated that that can happen and added that the board has seen this policy before. Mrs. Booth stated that that should be noted when the policy is sent out. Mr. Moore stated that he will mention that there will be a possible vote on the policy.

Mr. Hicks asked for a clarification about outside, school-related clubs or organizations and not to limit it to one.

Mr. Moore made a motion, seconded by Mr. Roraback, to bring the policy forward to the board as a possible second read.

In favor of bringing the advertising policy to the full board as a possible second read: Mrs. Booth, Mr. Hicks, Mr. Moore and Mr. Roraback. Motion passed unanimously.

Public Comment

Henry Bugai, president of the Benchwarmers, thanked the committee for the advertising policy. They have no plans for doing it this year, but may try to rush it for the baseball/softball season.

Adjournment

Mr. Moore made a motion, seconded by Mr. Roraback, to adjourn the meeting.

In favor of adjourning the meeting: Mrs. Booth, Mr. Hicks, Mr. Moore and Mr. Roraback. Motion passed unanimously.

The meeting was adjourned at 6:20 PM.

Respectfully submitted,

Debi Waz

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