

Minutes are considered "DRAFT" until approved at next meeting.

Minutes
Farmington High School Building Committee
Communication Subcommittee
Thursday, September 12, 2019
9:15 A.M.
Town Hall Conference Room

Attendees:

Meg Guerrera
Sharon Mazzochi
Ellen Siuta
Andrew Minor
Kathy Greider
Scott Hurwitz
Kat Krajewski
Devon Aldave
Beth Kintner
Mark Garilli

A. Call to Order

The meeting was called to order at 9:16 A.M.

B. Approval of the Minutes from the August 14, 2019 FHS Building Committee Communication Subcommittee

Sharon Mazzochi attended the last Communication Subcommittee meeting which was not reflected in the minutes. Her name will be added as an attendee.

Upon a motion made and seconded (Siuta/Mazzochi) it was unanimously VOTED: to approve the minutes as amended from the August 14, 2019 FHS Building Committee Communication Subcommittee as amended.

C. Approval of Meeting Dates (September – January)

The meeting dates were approved at the August 14, 2019 Communication Subcommittee meeting.

D. Subcommittee Updates

1. Website & Social Media

Kat Krajewski stated that the website is still on target for a September 23rd launch. The FAQ section is still in progress. The following questions were added since the last meeting:

- "Why are there two architects working on the project?"
- "Did you look at an alternative site for a new high school?"

The subcommittee made the following recommendations about other content to include in this section:

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- A glossary of terms (to include referendum, MEP, NEASC, assessed vs. real estate value, and other terms)
- "What is different about this time?"
- Tax calculator

2. Statement of Need One Pager

Kat presented an updated One Pager graphic to the subcommittee. She asked Andrew Minor to work on the "Sprawling Layout" design to fit better with the others. The intent is that when you click on each design, more information will appear about that specific need.

The subcommittee made the following suggestions:

- Label each need.
- Change "summary of needs" to "summary of facility needs" in the middle of the graphic.
- Add notification to users that they can click on each need.

3. Logo/Tagline

Andrew presented five logos to the subcommittee. The subcommittee liked Logo #2 as they felt it represented the tradition of Farmington, while also looking to the future.

The subcommittee asked Andrew to create the following mock-ups of Logo #2:

- Create a grayscale version
- Create a black and white version
- Include the text "FHS Building Committee" at the bottom of the logo
- Eliminate the building under the swoop
- Make a smaller version that would fit on a letterhead.

4. Scheduling FHS Building Members (attend community events)

Email sign-ups have been sent out to committee members for events this month (school open houses, soccer games). Meg Guerrero created a poster board that committee members can use at these events. At events in the past week, 25-30 people have signed up to join the email distribution list.

"Coffee with the Committee" will be hosted at Starbucks on Saturday, October 5th from 11:00am-2:00pm. Kat presented a flyer that the subcommittee will advertise. Starbucks will be advertising this event on their social media accounts. They will also be putting stickers on pick-up orders advertising the event during that week. Scott Hurwitz spoke with a contact at the Courant who is interested in doing a pre-story about this event.

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The subcommittee discussed creating a business card to give to people who are interested in contacting the PAC.

5. FHSBC Newsletter

The FHSBC Newsletter will be going out around the end of September or beginning of October.

6. Banners for Schools

The banners will not be created until the logo is finalized. In the meantime, Meg Guerrera created a poster board which will be used at community events.

7. Videos

Scott Hurwitz informed the subcommittee that each video will have one person briefly speaking about one of the needs outlined in the Statement of Needs. While the person is speaking, B-roll footage of the issue being discussed will be shown. Committee members, FHS faculty, and students have volunteered to get involved in the videos.

A suggestion was made to make videos of the Chair Reports, as they are brief and informative.

Members of the subcommittee discussed whether the committee meetings should be filmed and posted online. Potential options for this are Nutmeg and Facebook Live.

8. Discussion of PTO Officers attendance at the September meeting

An invitation was extended to PTO Officers to attend the next Communication Subcommittee meeting. The subcommittee wants to make sure that a representative from every school will be present.

9. Committee Talking Points

Committee talking points have been distributed to committee members to ensure consistency at community events.

Talking points have also been sent to principals in the district, who are sharing the information at school events.

E. Other Updates

Mark Garilli stated that he will be attending meetings with building administrators and faculty at the high school to receive detailed feedback about the facility.

F. Adjourn

The meeting adjourned at 10:20 A.M.

Respectfully Submitted,
Devon Aldave, FHS Building Committee Clerk