

Special Meeting Agenda  
Farmington High School Building Committee  
Communications Subcommittee  
Friday, March 3, 2017  
Council Chambers  
12:30 PM

- A. Call to Order.
- B. To approve the attached January 9, 2017 minutes. **(Attachment 1)**
- C. To review and approve various marketing materials.
- D. Other Business.
- E. Adjournment.

cc: Subcommittee Members  
Paula Ray, Town Clerk

Minutes are considered "DRAFT" until approved at next meeting

Minutes  
Farmington High School Building Committee  
Communications Subcommittee  
Monday, January 9, 2017

**Present:**

Kathy Eagen, Town Manager  
William Wadsworth, FHS Renovation Committee Chair  
Jean Baron, Subcommittee Member  
Justin Bernier, Subcommittee Member (by phone)  
Bill Silva, Farmington High School Principal  
Kathryn Howroyd, Management Specialist  
Marc Sklenka, Colliers International  
Suzy Schuck, Kaestle Boos Associates

**A. Call to Order.**

The meeting was called to order at 3:07 p.m.

**B. To approve the attached November 22, 2016 minutes.**

Justin Bernier indicated that he would like the description of Agenda Item D to be edited to include his reason for concern with the New England Association of Schools and Colleges warning. He explained that this was because the standard in question is one of several standards and would not indicate an immediate loss of accreditation.

Upon a motion made and seconded (Bernier/Baron) it was unanimously VOTED: to approve the November 22, 2016 minutes as amended (attached).

**C. To review and approve various marketing materials.**

The subcommittee reviewed marketing materials, in particular, a newsletter that will be sent to resident on the selected option. It was decided to move the community meeting from February 9, 2017 to March 1, 2017 so that a detailed newsletter can be distributed on the community prior to the meeting on the selected option. This newsletter will be mailed the week of February 6<sup>th</sup>, after Board of Education consideration and Town Council approval the week of January 30<sup>th</sup>. Changes to the project calendar can be summarized as follows:

- February 9, 2017: 6:00 Tour Only- FHS Auditorium
- March 1, 2017: 5:30 PM Tour, 7:00 PM Community Meeting- FHS Auditorium
- March 8, 2017: Tour- Cancelled

The calendar will be updated to reflect these changes and will be distributed to the FHS Building Committee.

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**D. To review and discuss the attached frequently asked questions for the FHS Building Project website.**

The subcommittee had general discussion regarding updates to the frequently asked questions. It was determined that the updates will be implemented, specifically that:

- Educational Specification development will be described and added to the answer to question #5.
- The answer to question # 3 will be re-written
- The process of school construction funding (question #9) will clarify the authorization of local funds precedes a grant from the Office of School Construction Grants and Review.
- To avoid confusion, only Farmington's reimbursement rate will be mentioned, rather than the possible percentage range awarded by the Office of School Construction Grants and review statewide.
- All dates will be updated and reviewed for accuracy
- The question and answer to #13 will be revised to clarify that the cluster concept was adapted by Farmington Public Schools

Upon a motion made and seconded (Baron/Bernier) it was VOTED: to approve the frequently asked questions as amended to post on the FHS Building Project website.

**E. Other Business.**

Justin Bernier requested bullet points for each option summarizing the differences in the models. He suggested that this document would be extremely helpful for the building committee to make a decision and it should also be made available to the public. The subcommittee concurred with this request and this document will be created for the next FHS Building Committee Meeting on January 25<sup>th</sup> and will include the cost estimates for each option.

Mr. Bernier also informed the subcommittee that he has received complaints regarding the size of plan images on the project website. Suzy Schuck, Kaestle Boos Associates, informed the subcommittee she will try to adjust the size and mentioned that the images and presentation is available for download.

Mr. Bernier requested a survey of teachers, which he believes will be helpful to the committee while making a final decision. Mr. Wadsworth and Mr. Silva explained that teacher, administrator and student input were critical components of the visioning sessions as well as the educational specification development.

Lastly, Mr. Bernier requested a list of the building committee's priorities to be posted on the website. Mr. Wadsworth explained that the committee concurs with the list of priorities in the statement of needs and this document is available on the project website.

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Mr. Wadsworth mentioned that the committee received feedback regarding creating a video of the FHS facility tour. The subcommittee had discussion regarding this option and believed that it will be beneficial for members of the public who are not able to attend in person. The subcommittee discussed two options for the tours, (1) a traditional tour of the building following the tour map and talking points, and (2) having a student videotape his or her way from classroom to classroom. The subcommittee would like to have both options done, if possible, with the first option receiving priority.

Upon a motion made and seconded (Baron/Bernier) it was VOTED: to create a video tour of Farmington High School to post on the website.

Mr. Bernier informed the subcommittee that he feels the document highlighting the differences in each option should receive priority attention prior to the production of a video tour.

**F. Adjournment.**

Upon a motion made and seconded (Baron/Bernier) the meeting adjourned at 4:15 p.m.

Respectfully Submitted,

Kathryn Howroyd, Management Specialist

Minutes  
Farmington High School Building Committee  
Communications Subcommittee  
Tuesday November 22, 2016

**Present:**

Kathy Eagen, Town Manager  
Kathy Greider, Superintendent  
William Wadsworth, FHS Renovation Committee Chair  
Jean Baron, Subcommittee Member  
Justin Bernier, Subcommittee Member  
Kathryn Howroyd, Management Specialist  
Kurt Lavaway, Colliers International  
Suzy Schuck, Kaestle Boos Associates  
Kris Dargenio, Kaestle Boos Associates

**A. Call to Order.**

The meeting was called to order at 3:34 p.m.

**B. To approve the Town Newsletter for the December 8, 2016 FHS Tours & Community meeting.**

The subcommittee had general discussion regarding the terminology of "FHS Building project" vs. "FHS Building Committee." It was determined that "project" is appropriate, as the website will provide updates to the community as the project progresses. The Town Newsletter will be sent to the printing company upon approval and it is anticipated that they will hit mailboxes on November 29<sup>th</sup> or 30<sup>th</sup>. A copy of the Town Newsletter is recorded with these minutes.

Upon a motion made and seconded (Baron/Bernier) it was unanimously VOTED: to approve the Town Newsletter.

**C. To review and approve the FHS Building Project website and Facebook page.**

- 1) Existing Conditions
- 2) Resources
- 3) FAQ

Kat Howroyd and Suzy Schuck presented the website and Facebook page. The subcommittee had general discussion regarding the content of the website and what will require additional updates. It was decided to modify the "Welcome Page" to include the message from the FHS Building Committee. A copy of this document is recorded with the minutes. The "Existing Conditions Page" will be modified to include the project's

"message," once that is approved by the subcommittee. The map of the school on the "Existing Conditions Page" will also be updated to accurately reflect the renovation dates, including the cafeteria renovation in 2003. The subcommittee decided to hide the FAQ page until each question has been reviewed and approved by the subcommittee. A copy of the FAQ section will be distributed to the committee for review via email.

Both the website and Facebook page will be "live" on Monday, November 28, 2016.

Upon a motion made and seconded (Bernier/Baron) it was unanimously VOTED: to approve the committee website and Facebook page.

**D. To review and approve the FHS Building Project "message".**

Kathy Eagen explained that the project "messaging" is an opportunity to create a cohesive message about why we are doing this project. A copy of the draft "message" is recorded with these minutes.

Justin Bernier expressed his concern with the New England Association of Schools and Colleges (NEASC) warning for the accreditation standard on Community Resources for Learning listed first on the message because it was one of several standards and would not indicate an immediate loss of accreditation. Jean Baron explained that she believes the NEASC warning is extremely important and should be included in the message because FHS was put on warning as a result of the facility issues. After general discussion from the subcommittee, it was determined to include the NEASC warning as a bullet under the issues.

Town staff will incorporate the subcommittee's comments and provide another draft for the subcommittee to review.

**E. Other.**

None.

**F. Adjournment.**

Upon a motion made and seconded (Baron/Bernier) the meeting adjourned at 4:56 PM.

Respectfully Submitted,

Kathryn Howroyd, Management Specialist