

**Agenda**  
**Farmington High School Building Committee**  
**Communication Subcommittee**  
**Wednesday, July 24, 2019**  
**8:00am**  
**Town Hall Conference Room**

- A. Call to Order
- B. Approval of the Minutes from the June 12, 2019 FHS Building Committee Communication Subcommittee
- C. Rose Ponte, Town of Farmington Economic Development Director
- D. Subcommittee Updates
  - 1. Website & Social Media
  - 2. Statement of Need One Pager
  - 3. Logo/Tagline
  - 4. Scheduling FHS Building Members (attend community events)
- E. Site Evaluation Communication Document
- F. Other Updates
- G. Adjourn

Cc: Town Clerk – PLEASE POST

Minutes are considered "DRAFT" until approved at next meeting

**Minutes**  
**Communication Subcommittee**  
**Wednesday, June 12, 2019**  
**8:30 am**

**Attendees:**

Kathy Greider  
Meg Guerrera  
Sharon Mazzochi  
Ellen Siuta  
Devon Aldave  
Kat Krajewski  
Scott Hurwitz  
Matt Ross  
Geoff Porter  
Rich Mok  
Beth Kintner

**A. Call to Order**

The meeting was called to order at 8:31 a.m.

**B. Approval of the Minutes from the May 15, 2019 FHS Building Committee Communication Subcommittee**

Upon a motion made and seconded (Mazzochi/Siuta) it was unanimously VOTED: to approve the May 15, 2019 minutes.

**C. Geoffrey Porter, Town of Farmington Community and Recreation Services**

Geoff Porter, Recreation Supervisor, engaged in a discussion with subcommittee members regarding upcoming Farmington events where the FHS Building Committee can get involved. His recommendations included:

- Summer concert series
- Summer camps
- Soccer games and tournaments at Tunxis Mead
- Basketball games (in the winter)
- Senior events.

Geoff also suggested the use of a pop-up for the FHS Building Committee Website as part of the Community and Recreation Services online registration process, which comprises around 80% of registration.

It was determined that Geoff would send a schedule of events to the subcommittee, and the subcommittee would coordinate which events to attend.

**D. Overview of Survey Results**

Kat Krajewski presented the [results of a survey](#) conducted by the Center for

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Research and Public Policy to collect input regarding citizen attitudes towards a high school building project in Farmington after the 2017 Referendum. Kat also presented the [recommendations from the FHS Facility and Financial Ad Hoc Committee](#) regarding communication.

After this presentation, the subcommittee discussed ways to increase the visibility of the project and to address the communication strategies that emerged from the survey.

The subcommittee made the following suggestions:

- Maintain personal engagement with the press.
- Develop ways to increase foot traffic in the high school so that citizens can view the problems firsthand.
- Create a QR code to increase the awareness of both students and citizens to these problems. This QR code could be posted in the high school so people that visit can learn about the issues and needs of the facility.
- Create banners and yard signs and place them in high traffic areas.
- Involve administrators of schools at the beginning of school events to announce the FHS Building Committee.
- Insert a flyer into event programs, newsletters, or brochures that are distributed.

#### **E. Update from the Site Evaluation Subcommittee**

Kat Krajewski and Meg Guerrera explained that the Site Evaluation Subcommittee created a communication tool to illustrate the work this subcommittee has completed. This document shows a list of all the sites that were considered and offered reasons why each site was appropriate or does not work for this project.

The Site Evaluation Subcommittee evaluated both Town-Owned properties and Private Properties in Town that would be suitable location for Farmington High School. The subcommittee reached consensus that Westwoods Golf Course is a viable option for the new building option, in addition to the entire municipal campus. There are potential restrictions for the use of the Westwoods Golf Course property, but these will be articulated to the architect during the RFP process. The architects will have the option to choose either the Westwoods Golf Course or the municipal campus site for the location of their new building conceptual design.

#### **F. Subcommittee Updates**

##### **1. Website and Social Media**

Kat Krajewski presented the progress made on the website. The subcommittee made some recommendations for the website, which include:

- Making the tabs more prominent, especially "sign up for updates."

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- Creating a tab with the committee members and their contact information, so that the public knows where to direct questions.
- Making sure the website functions well on mobile devices.
- Including how this project will benefit the community as a whole.

## **2. Statement of Needs One Pager**

Rich Mok informed the committee that he is working on updating the Statement of Needs One Pager.

## **3. Logo/Tagline**

Scott Hurwitz informed the committee that he spoke with Andrew Minor who is willing to get involved. He also informed the committee that he is working to get the graphic design class at Farmington High School involved in the logo creation.

Ellen Siuta suggested getting Garth Meehan, a committee member, involved as well, as he is a talented artist.

## **4. Scheduling FHS Building Committee Members (Attend Community Events)**

The subcommittee determined that they would coordinate scheduling dates electronically, after receiving a schedule of events from Geoff Porter, Recreation Supervisor, and Rose Ponte, Economic Development Director.

## **G. Communication Between Subcommittees**

The subcommittee discussed how communication would work between subcommittees. It was determined that it would function similarly to how the Site Evaluation Subcommittee provided their update today. Other subcommittees would complete their work, then update the Communication Subcommittee which would then determine how to communicate their work.

## **H. Adjournment.**

The meeting adjourned at 9:45 a.m.

Respectfully Submitted,

Devon Aldave  
FHS Building Committee Intern