

Minutes are considered "DRAFT" until approved at next meeting

Minutes  
Farmington High School Building Committee  
Communication Subcommittee  
Wednesday, August 14, 2019  
Town Hall Conference Room  
8:00 A.M.

**Attendees:**

Meg Guerrera (via phone)  
Ellen Siuta  
Kathy Greider  
Scott Hurwitz  
Andrew Minor  
Meg Monaghan  
Kat Krajewski  
Devon Aldave  
Beth Kintner

**Call to Order**

The meeting was called to order at 8:03 A.M.

**A. Approval of the Minutes from the June 12, 2019 and July 24, 2019 FHS Building Committee Communication Subcommittee**

Upon a motion made and seconded (Siuta/Guerrera) it was unanimously VOTED: to approve the minutes from the June 12, 2019 FHS Building Communication Subcommittee meeting.

The subcommittee will vote on the July 24, 2019 minutes at the next Communication Subcommittee Meeting, as Ellen Siuta was not at the subcommittee's last meeting and abstained from voting.

**B. Approval of Meeting Dates (September – January)**

Upon a motion made and seconded (Siuta/Guerrera) it was unanimously VOTED: to hold Communication Subcommittee Meetings at 9:15 A.M. on the following dates:

- Thursday, September 12
- Wednesday, September 25
- Thursday, October 10
- Wednesday, October 23
- Wednesday, November 13
- Wednesday, December 4

## **C. Subcommittee Updates**

### **1. Website & Social Media**

Kat Krajewski informed the subcommittee that she made changes to the website based on the discussion from the last subcommittee meeting. These changes include:

- Adding highlights of important committee updates on the home page.
- Adding the Twitter feed to the website.
- Adding relevant FAQ's from the last FHS Building Project. Kat also distributed a draft of the FAQ questions for committee members to provide edits and/or suggestions via email.
- Adding a clickable Summary of Needs, which brings user to subpage of summary.

Ellen Siuta recommended creating an Instagram account for the FHS Building Committee. The subcommittee discussed this and determined that visual content could draw a response from the public. Kat Krajewski will create an account.

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

Kathy Greider presented a Statement of Need One Pager graphic created by Rich Mok. The subcommittee reviewed the one pager and offered suggestions on how to improve it. Kat Krajewski and Andrew Minor stated that they would continue to work on it.

### **3. Logo/Tagline**

Andrew Minor, Art Teacher at FHS, spoke about some of the designs that the FHS students created. He discussed several themes that were present in their work. One theme that resonated with members of the subcommittee was unity. The subcommittee discussed that the theme of unity can also be included in the tagline. Andrew stated that he will work on the logo and try to have it ready by the next Communication Subcommittee meeting.

### **4. Scheduling FHS Building Members (attend community events)**

Kat Krajewski stated that she is meeting with the Route 4 Starbucks manager next Monday, to discuss hosting "Coffee with the Committee," where members of the public can discuss the project with committee members.

Kat will also send out an online sign up of community events that committee members can attend for the month of September. The subcommittee discussed having talking points for these events. Kathy Greider mentioned that having informational documents to give out at these events could be helpful. Beth Kintner followed this up by saying a QR code could also be informational. Ellen added that talking points should be created

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and distributed to committee members attending these events, so a cohesive message is delivered.

#### **5. FHSBC Newsletter**

Since a Chair Report will be released every two weeks, the subcommittee felt that a quarterly newsletter is appropriate. This will be distributed electronically via MailChimp.

#### **6. Banners for Schools**

A banner has not yet been created. A foamboard display was suggested as a substitute until a banner is created for upcoming events.

#### **7. Videos**

The subcommittee discussed that videos could be from parents as well as students. Scott Hurwitz mentioned that the school has a teleprompter that individuals could use for recording videos.

#### **8. Discussion of PTO Officers attendance at the September meeting.**

Kathy Greider recommended inviting PTO Officers to the upcoming September 25<sup>th</sup> Communication Subcommittee meeting. Ellen Siuta suggested opening in the invitation up to all members of the PTO, not just officers.

#### **D. Other Updates**

Subcommittee members brought up instituting tours of the FHS facility. Suggested times for these tours included:

- Before FHS Building Committee Meetings
- Before concerts or school events, as parents have down time before the event starts.

#### **E. Adjourn**

Upon a motion made and seconded (Siuta/Guerrera) it was unanimously VOTED: to adjourn at 9:04 A.M.

Respectfully Submitted,

Devon Aldave

FHS Building Committee Intern