

Minutes  
Farmington High School Building Committee  
Communication Subcommittee  
Thursday, October 10, 2019  
9:15 A.M.  
Town Hall Conference Room

**Attendees:**

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

**A. Call to Order**

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

**B. Approval of the Minutes from the September 25, 2019 FHS Building Committee Communication Subcommittee**

Upon a motion made and seconded (Siuta/Guerrera) it was unanimously VOTED: to approve the September 25, 2019 meeting minutes.

**C. Subcommittee Updates**

**1. Logo/Tagline Approved by FHSBC**

The logo was approved by the FHS Building Committee at their October 2, 2019 meeting. The Town is working on a press release about the logo.

**2. Role of FHSBC Members on Social Media**

This topic came up at the last FHS Building Committee meeting. The subcommittee agreed that it is important to steer people to the website where factual information is available and to avoid posting personal opinions.

Kat Krajewski is compiling information about best practices regarding committee members posting information on social media. The subcommittee will then create norms and take them to the entire committee.

**3. Scheduling FHS Building Members (community events)**

The Coffee with the Committee event took place last weekend. Subcommittee members said that the event went well. They stated that the event was positive for visibility and they were able to interact with community members.

Scott Hurwitz discussed the October 16<sup>th</sup> Community Input Meeting. There will be five stations reflecting the five needs listed on the one pager. Students will be guiding

community members through the school. At the end, everyone will convene in the gym where community members will provide their feedback. He previewed the slides that will be presented at the event. The subcommittee thanked Scott for his hard work.

The subcommittee discussed expanding attendance of community events beyond school events. Subcommittee members will look for possible events.

#### **4. FHSBC Newsletter**

Information about the FHS Building Committee is included in the most recent Town Newsletter.

An electronic FHS Building Committee Newsletter is being created with a target distribution date in early November. Here are some ideas the subcommittee developed to include in the newsletter:

- Information about the process
- A letter from the Chair
- Updates from the Owner's Representative and Architectural firms
- Updates from teacher/student perspective
- A one-page schedule of milestone dates

The subcommittee will begin archiving the newsletters and various communications sent out to the public, and document them on the committee website.

#### **5. Banners for Schools and other Signage for Community Spaces and Businesses**

The subcommittee determined that the banners should advertise the committee website and other social media accounts where people can find information about the project.

#### **6. Videos**

Scott Hurwitz stated that three of the videos are being finalized. All but two of the videos have been filmed. A presentation of the energy efficiency video was shown to the subcommittee.

#### **7. Other Updates**

CSG met with FHS department leaders and discussed Ed Specs. CSG and Meg Guerrera also held a voluntary meeting with all FHS staff where they went through the charge and explained where we are in the process. Staff had the opportunity to ask questions and provide feedback. They know to provide any feedback to department leaders prior to Friday, October 18<sup>th</sup> when Ed Specs will be reviewed.

Subcommittee members brought up a few questions to add to the FAQ section of the website:

- Why is the process different this time around?
- What happens if the referendum fails?
- How will the financing of this project work? What will the interest rate be?

The subcommittee will create a map of districts around Farmington that have completed recent school building projects.

**D. Adjourn**

Upon a motion made and seconded (Siuta/Guerrera) it was unanimously VOTED: to adjourn the meeting at 10:24 A.M.

Respectfully Submitted,

Devon Aldave  
FHS Building Committee Intern