

Minutes are considered DRAFT until approved at next meeting

Meeting Minutes
Farmington High School Building Committee
Communication Subcommittee
Thursday, January 23, 2020
9:15am
Town Hall Conference Room

Attendees:

Kathy Greider
Ellen Siuta
Beth Kintner
Sharon Mazzochi
Devon Aldave
Scott Hurwitz
Meg Guerrera
Kat Krajewski
Chris Cykley

A. Call to Order

The meeting was called to order at 9:15 A.M.

B. Approval of the Minutes from the January 10, 2020 FHS Building Committee Communication Subcommittee

Upon a motion made and seconded (Siuta/Mazzochi) it was unanimously VOTED: to approve the January 10, 2020 minutes.

C. Subcommittee Updates

1. FHSBC Tagline

The subcommittee engaged in general discussion regarding a tagline. Their goal is to create a tagline in time for spring sports.

2. January 25 Community Event

The subcommittee discussed the upcoming January 25th Community Event. They agreed that this event provides another opportunity for families to come out and review the options. There will be enough student volunteers to have five small groups on tours. The event will take place in the cafeteria and each architect will have display boards for each option and chrome bases for the presentations. Student Ambassadors will be at each entrance to direct people to the cafeteria. There will also be a designated FSHBC table, with committee information & feedback forms.

We will advertise before the event that this is an open house setting where residents can drop in and view the exhibits for each option. Meg will be speaking with a Hartford Courant reporter to publicize the meeting as well.

3. Survey, March 2020

Kat has a phone call with Jerry Lindsley from The Center for Research and Public Policy, who administered the last survey, to get feedback on the timing of the survey, the format of the survey to see where people stand on the option, and feedback regarding communication and messaging. There was general discussion regarding the date of the referendum around

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holding it as a standalone in October vs. on the presidential ballot in November. It was determined that more analysis is required to make this determination.

4. Video Tour

Scott Hurwitz reported that Diego Martini is working on first cut of the video tour right now. This continues to be a work in progress.

5. Scheduling FHS Building Members (community events)

The subcommittee acknowledged that it has been a very busy time for the committee and we will push for more community events, including a Coffee with the Committee, once an option is selected. Kat announced that the Building Committee will have a table at the Economic Development Business Breakfast on Wednesday, January 29th.

6. Side-by-side Photos

No update. Check with architects.

7. Newsletter Update to Farmington Community

This will be compiled and distributed after an option is selected. The intent is to offer information on the selected option, the process, and include a map of other State school construction projects.

8. New Videos for Phase II

The goal for these new videos is to have testimonials from stakeholders supporting the project. There was discussion of having more “informal” on the spot type interviews, at a community event. Kathy can ask principals to identify potential interviewees.

9. Other Updates

Beth expressed concerns regarding the financial tax impact that has been displayed at the previous building committee meetings. Kat can give an update at the next meeting, summarizing the TC meeting, where the Finance Director, Joe Swetcky, is presenting the Town’s financial forecast.

D. Adjourn

The meeting adjourned at 10:48 A.M.

Respectfully Submitted,

Devon Aldave, Clerk of the Committee