

Minutes are considered DRAFT until approved at next meeting

Meeting Minutes
Farmington High School Building Committee
Communication Subcommittee
February 11, 2020 9:15am
Town Hall Conference Room

Attendees:

Kathy Greider
Meg Guerrera
Beth Kintner
Kat Krajewski
Devon Aldave
Scott Hurwitz
Matt Ross
Kara Gruss

A. Call to Order

The meeting was called to order at 9:19 A.M.

B. Approval of the Minutes from the January 23, 2020 FHS Building Committee Communication Subcommittee

The subcommittee will vote on the Approval of the Minutes from the January 23, 2020 meeting at their next meeting.

C. Subcommittee Updates

1. FHSBC Tagline

The subcommittee discussed hiring a consulting firm to help facilitate the communication and messaging of the project. The firm may be able to help develop an effective tagline. Meg will look into potential marketing firms.

2. Survey

The subcommittee will work with the Center for Research and Public Policy to develop survey questions in April. The survey will be conducted in May the results will be ready by June.

The subcommittee engaged in general discussion regarding the referendum date and the communication blackout period. Kathy Greider suggested sending documents to Elections Enforcement for their review during the blackout period.

3. Video Tour

Scott Hurwitz stated that Diego Martini is working on a video tour which will take some time to complete. Diego Martini edited a YouTube video that was shown at the February 4, 2020 Town Council presentation.

4. Scheduling FHS Building Members (community events)

The subcommittee discussed having tables at local places such as grocery stores or libraries. Information regarding the project is being shared at Elementary School Good Start Meetings. The subcommittee discussed allowing Board of Ed and Town Council members to sign-up for community events as well. Meg Guerrera will reach out to CJ Thomas and Ellen

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Siuta. The subcommittee will update the project talking points to include recent updates and the selected option.

5. Side-by-side Photos

The subcommittee will create slides comparing the FHS facility to other new school buildings. Kara Gruss will gather photos of new schools that TSKP has worked on for comparison. Photos will include cafeterias, auditoriums, media centers, and collaboration spaces.

6. Newsletter Update to Farmington Community

The FHSBC Newsletter will include content that shares the status of the committee to date. It will include a map showing surrounding town's that have received tax dollars for school construction projects. The newsletter will be reviewed at the February 26, 2020 Communications Subcommittee meeting.

7. New Videos for Phase II

Diego Martini is planning to create "Man on the Street" interview videos, which are off-the-cuff testimonials of people interested in this project. The subcommittee will develop a list of questions for these testimonials.

Diego will also film more formal interviews for former Board of Ed or Town Council officials that would like to weigh in on this project.

8. Other Updates

Many members of the public have expressed confusion regarding the differences between the Town Council price range and the total project cost. The subcommittee discussed the possibility of creating a video clarifying the differences.

TSKP met with FHS and Central Office administrators where they examined the design and explained the reasoning for placing programs in certain locations. Scott Hurwitz will continue to meet with department leaders, CSG, and TSKP.

The subcommittee had general discussion regarding the timing of the referendum and discussed seeking out political scientists or elections specialists to see if they may offer any insight.

D. Adjourn

The meeting adjourned at 10:23 A.M.

Respectfully Submitted,

Devon Aldave
Committee Clerk