

Minutes are considered DRAFT until approved at next meeting

**Meeting Minutes**  
**Farmington High School Building Committee**  
**Communication Subcommittee**  
**March 11, 2020**  
**9:15 A.M.**  
**Town Hall Conference Room**

**Attendees:**

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

**A. Call to Order**

The meeting was called to order at 9:18 A.M.

**B. Approval of the Minutes from the February 26, 2020 FHS Building Committee Communication Subcommittee**

Upon a motion made and seconded (Siuta/Mazzochi) it was unanimously VOTED: to approve the minutes from the February 26, 2020 meeting.

**C. Subcommittee Updates**

**1. FHSBC Tagline**

Meg Guerrera and other committee members met with marketing firms who can assist with developing a tagline. It was determined that the committee will work with Tall Timbers Marketing.

**2. Survey**

The committee will work with the Center for Research and Public Policy to develop a survey that will be conducted in May. Results will be ready in June.

Tall Timbers Marketing suggested including a survey as part of the Newsletter that will be sent out.

**3. Video Tour**

Scott Hurwitz is working with Diego Martini to create this tour.

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

The committee scheduled another "Coffee with the Committee" event at Starbucks on April 25<sup>th</sup>.

The committee will reevaluate community events due to COVID-19 concerns.

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**5. Side-by-side Photos**

This item was not discussed.

**6. Newsletter Update to Farmington Community**

Tall Timbers Marketing will assist with developing and printing the newsletter. The newsletter will go out later than anticipated so that Tall Timbers can review and edit it.

**7. New Videos for Phase II**

Scott Hurwitz is working with Diego Martini to develop new videos.

Scott Hurwitz discussed creating a video with Kosta Diamantis, Director of the Office for School Construction Grants and Review. The subcommittee developed the following topics that can be covered in that video:

- Reimbursement process
- Difference between New Building and Renovate as New reimbursement rates
- What should citizens know about the reimbursement process

**8. Other Updates**

Sharon Mazzochi updated the committee on the Neighborhood Communications Subcommittee.

**D. Adjourn**

Upon a motion made and seconded (Siuta/Mazzochi) it was unanimously VOTED: to adjourn the meeting at 10:15 A.M.

Respectfully Submitted,

Devon Aldave  
Clerk of the Committee