

Agenda
Farmington High School Building Committee
Communication Subcommittee
March 25, 2020
9:15am

This is remote meeting

To join:

Please click the link below to join the webinar:

<https://zoom.us/j/757077430>

Telephone Call in Information:

US: 1 312 626 6799

Webinar ID: 757 077 430

- A. Call to Order

- B. Approval of the Minutes from the March 11, 2020 FHS Building Committee Communication Subcommittee

- C. Subcommittee Updates
 - 1. FHSBC Tagline
 - 2. Survey
 - 3. Video Tour
 - 4. Scheduling FHS Building Members (community events)
 - 5. Side-by-side Photos
 - 6. Newsletter Update to Farmington Community
 - 7. New Videos for Phase II
 - 8. Signs for Public Buildings
 - 9. Other Updates

- D. Adjourn

Cc: Town Clerk – PLEASE POST

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 25th.

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