

Agenda
Farmington High School Building Committee
Communications Subcommittee
November 12, 2020
9:15 A.M.

****PLEASE NOTE THE MEETING WILL BE HELD ONLINE****

To access the meeting:

Please click the link below to join the webinar:

<https://us02web.zoom.us/j/89601402674>

Telephone Call in Information:

Dial: +1 312 626 6799

Webinar ID: 896 0140 2674

- A. Call to Order.
- B. Approval of the Minutes.
 - 1. Approval of the minutes from the October 15, 2020 FHS Building Committee Communications Subcommittee meeting.
- C. Subcommittee Updates.
 - 1. Video Tour and Other Videos.
 - 2. Side-by-side Photos.
 - 3. FHSBC Website Updates.
 - 4. Tall Timbers Marketing.
 - 5. Other Updates.
- D. To approve the attached Upcoming Communications Subcommittee Meeting Schedule.
- E. Adjourn.

Meeting Minutes
Farmington High School Building Committee
Communications Subcommittee
October 15, 2020
4:00 P.M.
Online Meeting

Attendees:

Kathy Greider
Meg Guerrero
Ellen Siuta
Wendy Ku
Beth Kintner
Devon Aldave
Kat Krajewski
Kara Gruss
Ryszard Szczypek
Chris Cykley
Mark Garilli

A. Call to Order.

The meeting was called to order at 4:03 P.M.

B. Approval of the Minutes.

1. Approval of the minutes from the September 10, 2020 FHS Building Committee Communications Subcommittee meeting.

Upon a motion made and seconded (Guerrera/Siuta) it was unanimously VOTED: to approve the minutes from the September 10, 2020 meeting.

C. Subcommittee Updates.

1. Video Tour and Other Videos.

The subcommittee viewed a draft of the FHS Video Tour sent by Scott Hurwitz. The subcommittee liked the video and made the following suggestions:

- Change or eliminate the music for certain parts of the video.
- Include a disclaimer at the beginning of the video that some of the shots were filmed before the coronavirus pandemic, which is why students are not wearing masks.
- Break the video up into smaller videos so it is not as long.
- Clarify technical language and explain acronyms.

2. Side-by-side Photos.

The subcommittee suggested making the side-by-side photos into a video. The subcommittee also recommended making the side-by-

side photos very visible on the committee website. Kara Gruss, Ryszard Szczypek, and Devon Aldave will work to complete this.

3. Newsletter Update to Farmington Community.

Devon Aldave informed the committee that the Town Newsletter was sent out this week and included a blurb on the FHS Building Project.

4. FHSBC Website Updates.

Devon Aldave and Kara Gruss have met weekly to work on updating the website. Devon and Kara showed the subcommittee the updates to the website. Kathy Greider suggested working with Matt Ross for calendar events to be included on the website. The subcommittee suggested including a rotating/scrolling news section on the landing page of the website.

5. Other Updates.

The subcommittee suggested having students and faculty create short videos expressing their thoughts about the project.

Meg Guerrera stated that a few subcommittee members met with Tall Timbers Marketing. Ira from Tall Timbers provided interesting perspective and stated that the committee should wait until 2021 to start reaching out to the community for their input regarding the timing of the project and referendum.

D. To review the upcoming meeting Communications Subcommittee schedule.

It was determined that the subcommittee would have rotating times for meetings to accommodate the needs of all subcommittee members. The subcommittee will either meet immediately prior to an FHS Building Committee meeting, or at 9:15 A.M. on the day following an FHS Building Committee. The 2020 Communications Subcommittee Meeting Schedule is as follows:

- Thursday, November 12, 2020 at 9:15 A.M.
- Wednesday, December 9, 2020 at 5:30 P.M.

E. Adjourn.

Upon a motion made and seconded (Guerrera/Siuta) it was unanimously VOTED: to adjourn the meeting at 5:14 P.M.

Respectfully Submitted,
Devon Aldave
Clerk of the Committee

**FHS BUILDING COMMITTEE
Communications Subcommittee Meeting Schedule**

NOVEMBER
<ul style="list-style-type: none"> • 11/12/2020 @ 9:15 A.M.
DECEMBER
<ul style="list-style-type: none"> • 12/9/2020 @ 5:30 P.M.
JANUARY
<ul style="list-style-type: none"> • 1/14/2020 @ 9:15 A.M.
FEBRUARY
<ul style="list-style-type: none"> • 2/10/2020 @ 5:30 P.M.
MARCH
<ul style="list-style-type: none"> • 3/11/2020 @ 9:15 A.M.
APRIL
<ul style="list-style-type: none"> • 4/14/2020 @ 5:30 P.M.