

Meeting Minutes
Farmington High School Building Committee
Communications Subcommittee
March 24, 2021
9:15 AM

Attendees:

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

A. Call to Order.

The meeting was called to order at 9:16 A.M.

B. Minutes.

1) To approve the attached minutes from the March 10, 2021 meeting.

Upon a motion made and seconded (Mazzochi/Siuta) it was unanimously VOTED: to approve the minutes from the March 10, 2021 meeting.

C. Subcommittee Updates.

1) FHSBC Website Updates.

Devon Aldave stated an introduction video has been posted to the main page of the website. Additionally, the side-by-side page of the website is now live. A video of the side-by-side presentation is being finalized and will be uploaded when it is finished.

2) Tall Timbers Marketing.

Ira Yellen stated that he and his team are working to finalize the side-by-side video presentation. The subcommittee discussed reaching out to various print news organizations such as the Patch.

3) Side-by-Side Photos.

Devon Aldave stated that side-by-side facility comparison page is live on fhsbuidingproject.org, and a video presentation is being finalized. It will be added to the website and presented at upcoming outreach events.

4) Social Media Updates.

Kat Krajewski created a social media calendar. Upcoming meetings and presentations will be advertised through social media for all committee engagements through April.

The subcommittee discussed sharing and liking the posts on individual accounts.

5) Other Updates.

None.

D. New Business.

1) To discuss the communications plan.

The subcommittee discussed upcoming community presentations which include neighborhood meetings and topic meetings.

The subcommittee suggested including voter registration and school enrollment projections to the FAQ page of the website.

E. Adjournment.

The meeting adjourned at 10:14 A.M.

Respectfully Submitted,

Devon Aldave
Clerk of the Committee