

Meeting Minutes
Farmington High School Building Committee
Communications Subcommittee Online Meeting
April 7, 2021
5:30 PM

Attendees:

Meg Guerrera
Wendy Ku
Ellen Siuta
Kathy Greider
Scott Hurwitz
Mark Garilli
Ira Yellen
Kat Krajewski
Devon Aldave

A. Call to Order.

The meeting was called to order at 5:32 P.M.

B. Minutes.

1) To approve the attached minutes from the March 24, 2021 meeting.

Upon a motion made and seconded (Siuta/Ku) it was unanimously VOTED: to approve the March 24, 2021 minutes.

C. Subcommittee Updates.

1) FHSBC Website Updates.

Devon Aldave presented updates made to fhsbuildingproject.org. A side-by-side subpage has been created under the Schematic Design landing page. This subpage includes facility comparisons of the current FHS with the proposed FHS. It also includes the side-by-side video presentation.

The Community Outreach Page has been added to the navigation bar of the home page. This page includes recordings of the committee's presentations to the Farmington community.

Ira Yellen presented analytics regarding the website, including the number of visits, popular pages, and how individuals are accessing the site.

2) Tall Timbers Marketing.

Ira Yellen stated that he has begun working on the content for the final newsletter.

3) Side-by-Side Photos.

The side-by-side video presentation and webpage have been completed.

4) Social Media Updates.

Kat Krajewski stated that the focus of the social media accounts has been to advertise the committee meetings and presentations. The social media accounts will be advertised on the next newsletter. Kat stated that the committee can use Mailchimp to send more content directly to interested parties.

5) Community Outreach Updates.

Meg Guerrera thanked all committee members that have been involved with the community presentations. Kat Krajewski stated that there has been average of about 30 attendees at the presentations.

Kat stated that the Senior Presentation had the lowest attendance. The committee will work to increase the attendance for the second Senior Presentation. This will include offering an in-person, socially distanced opportunity to view the stream at the Senior Center.

Meg stated that a PTO Presentation was held with around 50 attendees. Meg stated that re-engaging the PTO's is a priority. Ellen Siuta stated that elections enforcement compliance questions were brought up at this meeting and that this information should be communicated at future PTO meetings.

6) Other Updates.

The subcommittee discussed voter registration. Kat Krajewski is facilitating a meeting with the Registrar of Voters and Town Clerk to obtain more information which will be included on the committee website.

D. Adjournment.

Upon a motion made and seconded (Siuta/Ku) the meeting adjourned at 6:10 P.M.