

Agenda
Farmington High School Building Committee
Communications Subcommittee
Community Room – Farmington Main Library
September 8, 2021
5:30 P.M.

Attendees:

Meg Guerrera
Kathy Greider
Sharon Mazzochi
Wendy Ku
Ellen Siuta
Beth Kintner
Kat Krajewski
Devon Aldave
Mark Garilli
Chris Cykley
Ira Yellen

A. Call to Order.

The meeting was called to order at 5:45 P.M.

B. Minutes.

1) To approve the attached minutes from the June 30, 2021 meeting.

Upon a motion made and seconded (Mazzochi/Ku) it was unanimously VOTED: to approve the minutes from the June 30, 2021 minutes.

C. Subcommittee Updates.

1) FHSBC Website Update.

Kat Krajewski stated that the home page of the website has been updated for the first time since the blackout period. No updates were made to the website following the referendum on the advice of the Town Attorney due to a State Elections Enforcement Commission complaint. Copies of each page of the website during the blackout period have been made.

D. New Business.

1) To review the Sustained Communications Plan.

Ira Yellen of Tall Timbers Marketing reviewed the Sustained Communications Plan. The plan is recorded with these minutes as Attachment A.

2) To cancel the September 22, 2021 Communications Subcommittee Meeting.

Upon a motion made and seconded (Ku/Mazzochi) it was unanimously VOTED: to cancel the September 22, 2021 minutes.

E. Adjournment.

Upon a motion made and seconded (Mazzochi/Ku) it was unanimously VOTED: to adjourn at 6:17 P.M.

Respectfully Submitted,

Devon Aldave
Clerk of the Committee

Community Communication Planning Chart

Phase 2 (2021-22) process/progress of the HS design (inside, outside, and campus)

Approach: The internal and external communication strategy and tactics is designed to keep residents informed of the progress of the high school project up to and including the planned fall 2024 opening, site improvement and demolition of the current high school campus. The communication plan timeline is based upon using the following information model: *Process (tasks), Progress (milestones) and Production (construction)*

Dates, Roles and Tasks

1. Groundbreaking Late Summer Early Fall 2022
2. Schedule newsletter (Winter and Summer 2022)
3. Schedule Zoom meetings in conjunction with newsletters
4. Roles and Responsibilities for Internal and External Communication System Fall 2021

Town Role — Town Manager’s Office Coordinates interaction and action steps/dates for all primary

- Town Council – Progress Updates to community at every scheduled meeting
- Board of Education —. Update on meetings with architect for programmatic space use and needs for enhanced schematic design.
- Building Committee — Updates to share with Town and other interest groups
 - Communication subcommittee community outreach based upon scope of work and which communication vehicles to use (Tall Timbers Marketing professional support)
- Town Plan and Zoning Committee — Updates on approval status of project timelines

State Role

- State compliance and regulations requirements approval

Contracted Professional Team

- Owners Representative
- Architects and Design Specialists (Universal Design, Theatre, Music, etc.)
- Construction Manager and Sub-contractors

Item	Details	Responsible	Date(s)
Internal Meetings		Town	
Newsletters 2021-22 • Fall/Winter • Spring Summer	Progress Report Update/Current Status, Q&A, Timeline,	TTM: Newsletter copy, design, print and distribution, analysis, report FHSBC: Details of architect and others progress	Send to households 1/15 and 6/15
Website Updates	Update copy and design; committee meeting actions as needed	TTM: Review info Architect FHSBC/Town: Populate and post new info	As needed
Zoom Meetings	Use newsletter articles as basis for Zoom meetings	TTM: Script and slides review FHSBC: Presentation and presenters	One week prior to sending newsletter out
Presentation materials (one pager handout) for town, building and board of ed, PTOS, Interest Groups	Overview of progress talking points of major aspects of project	TTM: Copy and design FHSBC: Copy approval; print as needed for presentations to groups and interested parties	Available as needed
Social Media Nutmeg Community TV	Project Updates for presentations	FHSBC/Town	As needed
On-Site live video cameras	Live feed posted on website for community to view	Short updates to be included in video explaining activity	As needed
Sign (existing electronic sign) or banner on Rte 4 Entrance	Update on the progress of the project using OR Code and photos if possible	FHSBC: Content and Images from architects	As needed
Coordinate Board of Education and Town Newsletters articles on progress or project	Provide copy based upon newsletters and other updated information	FHSBC: copy for each group	Based upon town and board of ed scheduling