

**I. CALL to ORDER and PLEDGE of ALLEGIANCE**

The meeting of the Board Subcommittee for Communications was called to order at 8:37 a.m.

Present: Amber Concepcion, Penni Fishbaine, Jim Leous, Ann McGlaughlin, Julie Miller, Bob O'Donnell, Mike Paston, Wilda Stanfield, Scott Thomas, Betsy Whitman, Kelly Wilkins, Laurel Zydney

**II. COMMUNICATIONS PLAN REVIEW- VOTER ANALYSIS**

The committee members discussed that the Governor's race will drive the primary election overall so a standard turnout should be expected. One focus for voter registration could be pre-school parents. The group discussed involving the PTO to have a challenge between schools for the highest turnout of parents to the polls. The group agreed to create a consistent message on what a referendum no vote would mean fiscally and how it affects education district-wide.

**III. COMMUNITY OUTREACH**

Discussed a letter-to-the-editor campaign explaining multiple issues:

- Cost
- Educational program
- Location
- Real Estate Values

Several key issues/questions came out of the Coffee and Conversation meetings so far.

Key topics to address are:

- Why on Westerly Parkway?
- Why not the North side?
- Will building the high school cause cuts to academic programs?
- What was the process?
- What are facility needs?

Subcommittee members discussed a month-by-month plan and should plan to educate visitors attending craft fairs and other events in our school buildings.

**COFFEE AND CONVERSATION PLAN**

The group is very pleased with the opportunity to talk with community members at the coffees and feel they are a good way to reach individuals, answer questions and receive input. They suggested more venues for coffees.

Committee members discussed the conversation plan at the coffees to include the following:

Need sign-in sheet at each location

Provide a 3-5 minute overview of the process so far

Ensure time for listening

Hand out finance-targeted brochures with tax information and project information

#### **IV. MATERIAL REVISIONS**

The committee discussed changes to the flier and palm card. It is important to have a focused message.

Changes for the large flier:

- Change size to 8.5 x 11
- Significantly change the look
- Show: Facility needs, education plan, financial implications, Westerly Parkway location, photos of multiple uses of facility – students as well as community uses, skip goals, strategies, outcomes

#### **V. ADJOURNMENT**

The Subcommittee of Communications meeting adjourned at 10:05 a.m.

Submitted by,

Julie Miller