

Public Outreach Sub Committee

Minutes from 11/16/2021

Here are some of the notes and comments made during the meeting

- Desire for a professional videographer - Hannah already having conversations with Black Fly Media - start filming in December
 - Tour of the buildings - what our schools are like
 - Short interviews with students, staff, admin
 - Short snippet stories for website
 - Pull out quotes for flyers
- In the spring, hold an event with food trucks and bouncy house - something to engage the community more (like scarecrow contest)
- CETV - can we add and post here?
- Presence around town/ groups to connect with - IGA, library, town fields for little league, historical society, community services, CSalt, Lions Club, Rotary, Friends of Ft. Williams, CEEF, CELT, Library community conversations
- Utilize the 3 Parents Associations for spreading information and asking for volunteers
- At events consider having a mascot or something to associate with us everytime...like always having cookies
- Walking door to door will be April and May

Tasks

- Heather
 - Chris - budget,
 - Site committee - shared video
 - Reach out to parents willing to take on fundraising and outside effort for vote yes!
- Nicole/ Hannah
 - Videographer
- Nicole/ Cindy
 - Social Media
- Tim
 - List of neighborhood associations
- Kimberly/ Cindy

- Reach out to organizations now for February presentations (ex: CEEF)
- Hannah/ Heather
 - Prepare presentation script and talking points
- Nicole
 - Shared Google Calendar:
https://calendar.google.com/calendar/embed?src=c_6leuv711fai5je8r8h9q50rqkc%40group.calendar.google.com&ctz=America%2FNew_York

Timeline conversation

Publishing - start in March

CETV - start in February

Friday - Chris' newsletters - can we add it to the town website so the whole town can see them.

Monthly themes for flyers/ forums/ presentations/ CETV

December

January

Feb

March

April

May

Next Meetings

Monday, December 6, 6:30-8:00 via Zoom

Monday, December 20. 6:30-8:00 via Zoom