

Town of Plainville/Plainville Board of Education Joint Meeting  
Steering Committee  
Thursday, January 4, 2024

**Meeting Topics:**

- I. Call to Order
- II. Discussion of Communication Strategies and Development of Materials
  - 1. Education Value Proposition (marketing messages and themes)
  - 2. Schematic and Renderings
  - 3. Collateral and Information Materials (Newsletter, one-page handout, signage, etc.)
  - 4. Website Landing page
  - 5. Social Media Planning
  - 6. Town Hall Signage Board
  - 7. Identifying town residents who will help get the message and vote out.
  - 8. Other
- III. Adjournment

**Place and Time:** Municipal Center  
1 Central Square  
Plainville, CT  
Town Manager's Conference Area

**Members Present:** Town Council Chairperson: Christopher Wazorko, Town Council Vice Chairperson: Rosemary Morante, Town Manager: Michael Paulhas (ex-officio), BOE Chairperson: Becky Tyrrell, BOE Vice Chairperson: Becky Martinez, Superintendent: Brian Reas (ex-officio)

**Also Present:** Tall Timbers Marketing: Ira Yellen, CSG: Mark Garilli, Jim Giuliano, Assistant Town Manager: Andy Cirioli, Social Media Team: Sarah Tomczyk, Amanda Gilbride, Assistant Superintendent: David Levenduski, Director of Business and Operations: Sam Adlerstein, Director of Community Relations: Lynn Davis

**Early Departures:**

Town Council Chairperson Christopher Wazorko call the meeting to order at 4:35 pm. He then turned the meeting over to Ira Yellen from Tall Timbers Marketing for discussion regarding the upcoming Public Hearing for the Middle School of Plainville Renovate as New Project.

He began by reviewing the Mission and Vision Statement for the Middle School of Plainville. The Plainville Middle Schools learning community mission it to inspire, prepare and engage all students by cultivating their intellectual curiosity, fostering a passion for lifelong learning while pursuing excellence in their academic, social and emotional growth. The mission goals are:

- To teach students to be collaborative, work together, compromise, contribute and listen respectfully to achieve a common goal.
- To communicate effectively and exchange ideas by expressing thoughts clearly and engaging their audience.
- To be innovative, resourceful, open-minded and able to develop viable solutions in unique and creative ways to solve real-world problems.
- To be mindful and self-aware as they thoughtfully and purposely consider how their actions impact themselves, others and their community.
- To be resilient and to use challenges as opportunities for growth.

The actions needed to achieve the vision goals are to expand the STEM/STEAM and Makerspace opportunities across the district, focus instructional rounds on School Improvement Plans and Maximize use of instructional technology for engaging teaching and learning.

He then reviewed the major reasons to Renovate as New Middle School project.

- Current taxpayer impact is projected to be minimal.
- STEM escalation/costs projected to continue.
- Risk of declining reimbursement for State construction funds.
- Critical need for safety/security upgrades (entry vestibule, cameras and supporting systems).
- Immediate repairs currently required (roof, chillers, electrical distribution).
- Additional millions in deferred maintenance costs for major repairs.
- Outdated technology infrastructure, classroom and space configurations

The project will incorporate the latest safety, security and technology. There will be flexible space for the future curriculum need for STEAM teaching, liberal and creative arts, and the integration of the latest interactive technology and learning tools. There will be energy saving equipment and devices throughout the building.

Mr. Yellen reviewed important planning and implementing dates.

- **The week of January 8:** Getting organized and creating the tools for the tasks listed.
- Identify groups, individuals and organizations who will advocate for the project.
- **The week of January 15:** Start the community communication and outreach activity using the tools created by the Steering and Communications Committee.
- **Week of January 29:** Newsletter distribution to every household in Plainville
- **February 14 to March 13:** PAC and other groups start campaign during the quiet period.

Mr. Yellen stated that a newsletter will be developed and sent out to every household by February 1, 2024. There should be messages sent to the residents from the Town and Board of Education. A Q&A session should be held at the Middle School to answer any questions residents may have. A dedicated website should be developed and a schedule should be set up to have presentations by those who will advocate for the project at the Senior Center, Town meetings, PTO meetings, sport groups, parent groups, library, etc. An information table could be

set up at concerts or open houses with information to support the project. Selected information should be put on social media, Facebook, Instagram, etc.

He then spoke about identifying several town residents who will commit to forming a PAC group. Ms. Martinez spoke about the renovations at Frank T. Wheeler School and how the PTO was able to raise funds to purchase signs and do what was necessary to get parents involved and informed. She suggested that an informational ad should emphasize the importance of the Renovate as New Plan and how the project will not increase our taxes and will cost Plainville over \$4.4 million dollars less than if we just fix what is wrong with the building. Discussion continued.

Mark Garilli and Jim Giuliano from CSG are in the process of getting renderings of the Middle School for the Committee to put on display. Because this is a 'renovate as new project' most of the improvements will take place on the inside of the building. CSG will concentrate on the new vestibule in the front of the building. Discussion continued.

The Town Council will hold a Public Hearing on Monday, February 5, 2024 to set the Referendum date for the 'Renovate Like New Project' at the Middle School of Plainville for Tuesday, March 19, 2024 at the Plainville Fire House from 6:00 AM to 8:00 PM. Discussion continued.

Adjournment:

**BECKY TYRRELL MADE A MOTION TO ADJOURN THE MEETING. ROSEMARY MORANTE SECONDED THE MOTION. THE MOTION PASSED UNANIMOUSLY. THE MOTION CARRIED.** The meeting was adjourned at 6:22 pm.

Respectfully Submitted,



Tina Gryguc  
Recording Secretary

**MOTIONS MADE AT THE  
JOINT MEETING OF THE TOWN COUNCIL AND BOARD OF EDUCATION  
THURSDAY, JANUARY 4, 2024**

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