

Town of Plainville/Plainville Board of Education Joint Meeting
MSP Building Project Communication Steering Committee
Thursday, January 11, 2024 @ 4:30 pm

Meeting Topics:

- I. Call to Order
- II. Discussion of Communication Strategies and Development of Materials
 - 1. Education Value Proposition
 - 2. Talking Points and FAQs
 - 3. Promotional Information and Materials (newsletters, one-page handout, social media, etc.)
 - 4. Other
- III. Adjournment

Place and Time: Municipal Center
1 Central Square
Plainville, CT
Council Chambers

Members Present: Town Council Chairperson: Christopher Wazorko, Town Council Vice Chairperson: Rosemary Morante, Town Manager: Michael Paulhus (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 Superintendent: David Levenduski, Director of Business and Operations: Sam Adlerstein, Director of Community Relations: Lynn Davis

Early Departures:

Town Council Chairperson Christopher Wazorko called the meeting to order at 4:30 pm. Superintendent Brian Reas gave the Committee a 'Draft' of a newsletter that will be sent to all families in Plainville pertaining to the Renovate as New Middle School Project.

It states the project overview:

The Town of Plainville is planning for a referendum vote on March 19, 2024, for the purposes of renovating the Middle School of Plainville (MSP). The MSP Steering Committee is preparing for the referendum by providing the information and important dates for town residents to know about the project. There will be a series of community meetings along with a dedicated town website for residents to learn more about the project. The news letter will include brief information about the project such as:

- The process and rationale for the renovation of the middle school.
- The timeline for events for the beginning to the end of the project.
- Key components of the project: cost, homeowner tax implications, state funding, and project scope.

Chairperson Wazorko asked the Committee to review the 'Draft' that was received so that it can be finalized next week. Superintendent Reas asked that the Committee forward their suggestions to him. Once the 'Draft' is approved, they will be able to provide a section on frequently asked questions. Superintendent Reas and Lynn Davis have been working on questions and will share them with the Committee. Once the 'Draft' is approved, it can be modified depending on the audience. Discussion continued.

Mr. Yellen suggested that Chairperson Wazorko and Chairperson Tyrrell put together a presentation to emphasize the importance of moving the Middle School project forward. He stated that it didn't need to be long but will provide a powerful message to the residents of Plainville. He will work with them to write the script that will be presented. Discussion continued.

Chairperson Wazorko asked if there was any discussion regarding including solar panels for the project. Mark Garilli stated that there were no plans for implementing solar panels for the project but after the referendum passes they can look into prepping the roof to accept solar panels in the future. Discussion continued.

Adjournment:

BECKY MARTINEZ MADE A MOTION TO ADJOURN THE MEETING. BECKY TYRRELL SECONDED THE MOTION. THE MOTION PASSED UNANIMOUSLY. THE MOTION CARRIED. The meeting was adjourned at 5:15 pm.

The next meeting will be held on Thursday, January 18, 2024 at 4:30 pm at the Municipal Center.

Respectfully Submitted,



Tina Gryguc
Recording Secretary

**MOTIONS MADE AT THE
MSP BUILDING PROJECT COMMUNICATIONS STEERING COMMITTEE
THURSDAY, JANUARY 11, 2024**

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