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Apr 19, 2022 12:24P  
JoAnn Doyle  
TOWN CLERK  
CROMWELL, CT



## Building Committee

CROMWELL MIDDLE SCHOOL

**Meeting: CMS Building Committee Communications Sub-committee**

**Date: Tuesday, April 19**

**Time: 6 p.m.**

**Place: Zoom**

**<https://us02web.zoom.us/j/82505037830?pwd=MW44azE5TS9SdURtODdWdVZXTE40Zz09>**

Meeting ID: 825 0503 7830

Passcode: CMS

### REGULAR MEETING AGENDA

I. Call to Order

II. Roll Call

III. Review Agenda

IV. Review April 6 Meeting Minutes

V. Public Comments

VI. New Business

A. Chairperson's Update

B. Open House planning

VII. Old Business

A. Review Monthly Calendar

B. Provide metrics for Facebook follows / reach, Instagram follows, newsletter subscriptions, event reach, website metrics

VIII. Comments, Updates and Announcements from Committee Members

IX. Adjournment

**Communications Metrics: April 5 - April 14 ( will extend to April 18)**

| <b>Tactic</b>           | <b>Total</b>           | <b>Reach</b>                        | <b>Total Followers /<br/>Reach If applicable</b> |
|-------------------------|------------------------|-------------------------------------|--------------------------------------------------|
| Community Presentations | 1 Town Council         | 36                                  | Total presentation reach 124                     |
| Facebook                | 3 posts                | 3,405 reach<br>311 post engagements | 249 Followers                                    |
| Digital Newsletter      | 1 email scheduled 4/18 | % opened<br>% Clicks                | 114 Subscribers                                  |
| Instagram               | 2 posts                | 3 post engagements                  | 7 followers                                      |