



# Building Committee

CROMWELL MIDDLE SCHOOL

## COMMUNICATIONS SUBCOMMITTEE REGULAR MEETING MINUTES

March 28, 2022 | 7 p.m.

I. Call to Order at 7:05 p.m.

II. Roll Call: Shannon Hughes-Brown, Jessica Lamb, Heather Jacobs, Ira Yellen (Tall Timbers), Karen DePersia (CSG)

III. New Business

A. Review Comms Plan with Tall Timbers Marketing

- Reviewed Communications timeline with Tall Timbers
- Received feedback on presentation to increase readability, clarity
- Reviewed CMS building project website to identify required information. Discussed Google Form survey for community members to subscribe to Building Committee e-newsletter.
- Tall Timbers provided list of questions for the team to start developing answers
- Tall Timbers provided an update on Building Project mailing to be sent to all Cromwell Households once a budget is secured. This mailing will include a link to a survey to understand what the community knows about the project and how they would like to receive communications.
- A discussion was held about the next steps to move the Building Project through appropriate town approvals, the timeline for town meetings, and how to schedule communications to ensure all stakeholders have the information they need. Karen will provide a detailed timeline and decision point steps to the committee by Thursday..
- Ira provided information about a Political Action Committee and how the Building Committee communications subcommittee would interact with a PAC if one is formed in the community.

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JoAnn Doyle  
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IV. Adjourned at 8 p.m.

### Future Meetings

April 6, 2022 6 p.m. Library Media Center, Cromwell High School

April 19, 2022 6 p.m. Zoom

Zoom

<https://us02web.zoom.us/j/82505037830?pwd=MW44azE5TS9SdURtODdWdVhXTE40Zz09>

Meeting ID: 825 0503 7830

Passcode: CMS

May 4, 2022 6 p.m. Library Media Center, Cromwell High School

May 19, 2022 6 p.m. Room 800, Cromwell High School