



Building Committee

CROMWELL MIDDLE SCHOOL

COMMUNICATIONS SUBCOMMITTEE REGULAR MEETING MINUTES

March 27, 2022 | 5 p.m.

I. Call to Order at 5:15 p.m.

II. Roll Call: Shannon Hughes-Brown, Jessica Lamb, Heather Jacobs

III. Approval of Agenda: Approved.

IV. Public Comments: None

VI. New Business

A. Chairperson's Update

Main deliverables for this week

- Meeting tomorrow with Tall Timbers Marketing 7pm via Zoom

- Next Communications meeting Tuesday 3/29

- Content priorities this week: Presentation for PTO (and provide handout), get Q&A up on website

B. Review Communications Plan

Reviewed timeline for Town Council Meetings and Community Meetings

Discussed communication methods to reach the community

C. Draft outline for Cromwell Middle School Building Project Whitepaper

Completed initial draft

D. Draft outline for Cromwell Middle School Building Project presentation

Completed initial draft

VIII. Possible Action: Approve CMS Building Committee Communications Sub-committee meeting schedule

Approved:

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

April 19, 2022 6 p.m. Zoom

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

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

IX. Comments, Updates and Announcements from Board Members and Administrators

None

X. Adjournment: Adjourned at 6:15 p.m.

RECEIVED FOR RECORD
Apr 07, 2022 01:51P
JoAnn Doyle
TOWN CLERK
CROMWELL, CT

A handwritten signature in dark ink, appearing to be 'JD' or similar, is written over the printed name 'JoAnn Doyle'.



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.

RECEIVED FOR RECORD
Apr 07, 2022 01:51P
JoAnn Dwyer
TOWN CLERK
CROMWELL, CT

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