

Communications Committee Meeting
October 27, 2016
Minutes

Present: Laura Schulkind, Deirdre d'Albertis, Deirdre Burns, Joe Phelan, Steve Jensen
via phone: from Tetra Tech: Garrett Hamlin, Kristen Bouffard; from Facilities Comm:
Mark Fleischauer

The committee discussed the organization of the scope document (previously organized by priority) for the capital project in order to be logical and readable to the community.

Categories were reworked:

Health/Safety/Security

Energy Efficiency: Doors, Windows, Roofs

Building Infrastructure

Educational Space

Exterior: Fields/Site work

Discussion of asterisks for code work. Concerns raised that we could give the impression that we are not in compliance with codes - which we are. Consider rewording as "State Education Department regulations." All agreed we should have two documents available for the public - a summary of the work/costs and the more detailed multipage document.

Discussion of outreach to the community.

- Walk- throughs/tours of areas that need work - one the week of November 14, one before public meeting on Nov 29.
- Capital project newsletter. Laura generously agreed to work on the content of this. Joe reached out to BOCES' but timeline is tight. All agree we should keep this simple/straightforward.
- Public meeting. Scheduled for Tuesday November 29, time tbd.
- Postings on Rhinebeck Community Forum
- newspaper article?
- Twitter
- Letters to the editor

To be done:

1. Executive summary (Tetra Tech). To include totals from each category. This will be posted on the web site.
2. Revised scope document with new categories, etc. (Tetra Tech) This will be a link from the main information page on the web site.
3. Joe and Steve will work with Sheldon to get video of areas around the school that need work - will post video on the web site
4. Garrett offered to revise/refine the PowerPoint used for BOE meeting This will be posted on the web site and can be used for the public meeting.
5. Newsletter. Laura will draft this and share around. This will be sent to all households in the district. Garrett will share sample capital project newsletters. Joe to confer with Christine about printing timeline. Goal for mailing: Nov. 14/15. Along with project info

and referendum date, the newsletter will include date of public meeting/tour on the 29th.

6. Fact sheet/FAQ. Collaborative process. Joe will email the whole board for input on types of questions to address (deadline Oct 31). Steve will collect these and share with Tetra Tech for technical answers. Everyone will have input as the document is developed.
7. Steve will change one of the sliders on the web site to capital project information including the executive summary, link to the scope document, the powerpoint, FAQ and video.
8. Joe will email Community Task Force members to ask about sending letters to the editors of Poughkeepsie Journal or Daily Freeman

Deirdre d'Albertis left the meeting at 9:10am

Mark Fleischauer joined the meeting in person at 9:10am.

Submitted by Deirdre Burns