

MMRHS Outreach Subcommittee Meeting Minutes, 5/17/2024, 10:00 AM – 11:00 AM, virtual

Present: Steve Boyd, Rebecca Gold Jon Geldert (Outreach Subcommittee Members), Victoria Clifford, Marissa Whalley (Skanska), Donna DiNisco, Brian Hunter (DiNisco)

Not Present: Peter Dillon, Kristina (Kristi) Farina, Sheela Clary, Richard Le, Jessica Speer-Holmer, Kristina Kisiel

- 5/16 Community Information Session & Tours Recap

- o Low attendance, about 15 attendees, 5 who were not involved with the project in some way. 7 in attendance virtually, 3 not involved with project, 2 were media personnel: the NEWSletter and the Berkshire Edge.
- o Recording will be provided by CTSBTV and added to their cable programming, their YouTube channel.
 - **Recording video to be added to the website.**
 - **Victoria to follow up to see if 5/16 recording being run on cable network and if CTSBTV would be interested in running our 6/17 virtual forum.**
- o Group discussed how to increase attendance for the 6/17 Virtual Forum:
 - Rebecca and Steve discussed hosting watch parties for the next all virtual forum.
 - Steve requested a calendar invitation that could be forwarded to community members.
 - **Victoria to provide a calendar invite that can be shared**
- o The group discussed putting together a condensed version of the 5/16 presentation for a “road show” presentation, outreach members to share with other groups/connections.
 - Design team to provide
- o Donna reported that 10-12 people signed up for sustainability group and only 4 were present.
 - Jon noted that low attendance may be a product of this time of year – people’s attention is pulled in many directions.
- o Kristi, MMRHS Principal, asked that we look into a tour video before the end of the school year and work on the why now, what’s different this time, narratives
 - **Victoria to follow up with Kristis to see if students would volunteer to put together video through MMTV.**

- Website Launch

- o Victoria reported that the website launched at the 5/16 event.
- o Received about 10 MailChimp newsletter sign-ups.
- o **Rebecca to follow up with school principals to request that website is shared in their weekly newsletters.**
- o Victoria reported that Richard has been added to the WordPress account and is actively assisting with website management and SEO optimization.

- New Business

- o Steve, Rebecca, Jon, discussed utilizing the comms calendar (draft provided by Donna) for outreach strategy and assigning roles to all members.
 - **Victoria to follow up with a copy of the Skanska Master Project Schedule.**
 - **Membership log to be re-circulated. Victoria to reach out to members who have not participated in the subcommittee to date.**
 - **Roles to be defined.**
- o Review of 6/17 Virtual Community Forum Flyer:
 - Time updated to 6:30, no end time to be listed.
 - Project website to replace advance questions survey.
 - **Flyer to be finalized by DiNisco – to be circulated to subcommittee, Peter to post on District site/ District communications, Peter/Project Team to share with media contacts.**

Meeting adjourned at 11:15 AM.