

MMRHS Outreach Subcommittee Meeting Minutes, 6/14/24, 10:00 PM – 11:00 AM, virtual

Present: Rebecca Gold, Richard Le, Jon Geldert, Steve Boyd, Ellen Lahr, Rob Putnam (Subcommittee Members), Victoria Clifford, Marissa Whalley, Nick Lobik (Skanska), Donna DiNisco, Brian Hunter, Andrew Corcoran, Jeff Oxsalida (DiNisco), Andy Jonic (WRA)

Not Present: Peter Dillon, Kristina (Kristi) Farina, Sheela Clary (membership on-hold), Jessica Speer-Holmer (inactive), Kristina Kisiel (inactive)

- **Meeting Minutes Approval**
 - Rebecca moved to approve the 5/31/24 meeting minutes. Steve Boyd seconded. The subcommittee unanimously approved the minutes.
- **Membership Update**
 - Rob Rutnam, newly appointed Interim Assistant Superintendent, to join subcommittee
 - Ellen Lahr, resident, PR and communications professional, involved with previous failed project communications effort, to join the subcommittee
- **6/17 Virtual Forum**
 - Subcommittee briefly discussed 6/17 outreach and presentation agenda
 - Victoria to send out reminders to newsletter subscribers Friday PM and Monday AM
 - Ellen suggested using pie charts to illustrate project costs/shares
- **Upcoming Content**
 - Next regular meeting group to discuss outreach calendar for summer/fall
- **Best Practices from East Longmeadow HS Campaign: Carolyn Ferros**
 - Carolyn Ferros, East Longmeadow HS Building Project, Vote Yes Campaign Leader, joined the meeting to discuss best practices with the group and to answer questions.
 - Carolyn noted her most useful tools were the campaign website, campaign facebook page, and utilizing SBC public materials (referencing their documents, website, imagery, monthly brochures).
 - Victoria to follow up with samples of the monthly brochures from the ELHS project.
 - Carolyn explained that grass root efforts such as attending as many community events as possible while handing out project information and hosting ice cream socials were very successful.
 - Rebecca asked what the timeline was for the campaign group to pick up steam.
 - Carolyn explained the campaign group did not form until the project was in its PSR phase, a year before the vote. Carolyn explained that donations being given in the one fiscal year was beneficial for tax filing.
 - The campaign group is still active post vote in promoting the project process but does not incur any costs
 - Rebecca asked how much money was raised and if it was enough,
 - Carolyn explained that about \$5,500 was raised in total not including the lawn signs that were 100% donated.
 - Carolyn explained that registering as a political campaign was very easy.
 - Skanska reiterated that the SBC and this Outreach Subcommittee cannot be affiliated with any political choice groups but that the non-government/school district employed subcommittee members can leave the subcommittee to join or start the campaign group.
 - Carolyn left the meeting at 11:05 AM.
- **New Business**
 - The previous project's Facebook page is still active. Subcommittee to look into either deleting this page or revamping it for the new project.
 - Rebecca and Rob to coordinate on utilizing the District weekly newsletter to publicize the project.

Meeting adjourned 11:15 AM