

**CTE/HS Renovation Project  
Steering Committee**  
January 9, 2024  
4:00-5:30 p.m. – MHS Library

Present:

**AGENDA**

1. Welcome

2. LBA Updates and Project Status

3. Messaging Campaign Update

- DID YOU KNOW? - Blackboard and Social Media Blasts
- Dave Kartunen/Kartoon EDU - Video 1-2 min. Clips
- Interviews and Fly-Over videos
- Flyer Revisions
- Website Revisions
  - BALES project timeline
  - BALES
- Mailings
- Other

4. Bales Presentation, January 25, 2024 - 6:00 PM - 8:00 PM

- Include JMS in the Tour?

**Prior Meeting Notes and Action Items:**

4. Committee Member Action Items/Update ( ▲ indicates complete)

- ▲ Work with Granite Town Media to run Bales, CTE, and Renovation Overview videos after something people may already be tuning into
  - Who will contact and work with them?
    - Irene has sent the videos to them, and they are running them
    - Maria Kelloway has them on our social media accounts
    - Are also on the District website
- ▲ Elementary PTO meeting
  - Tim, Siza, Jan
  - Jan attended the November 6 PTO meeting
- ▲ Middle School PTO meeting
  - Jerry, Jan
  - Jan attended the October 25 PTO meeting
- ▲ Football Home Game
  - Lindsey handed out flyers at the last home games

- Varsity Basketball games
  - Hand out flyers
- MHS Play November 16, 17, 18
  - Lindsay and Jan - 16th
  - Irene - 17th
  - Chris - 18th
  - Dollars for Scholars will have a bake sale table
- MHS Thanksgiving Alumni game
  - Friday, November 24
  - 3 games
    - Veteran Men 3:30 PM
    - Women 5:00 PM
    - Rookie Men 6:30 PM
    - Jan, Siza, Jenny
- MHS Winter Concert December 21
  - Jan & Lindsay
- Selectmen's meeting
  - Christi, Jan, Sam, Fred
  - Gary Daniels/Tina Philbrick
  - Irene confirmed we are on the agenda for December 11 meeting, 5:30 PM
  - Tina Philbrick needs whatever will be on the agenda NLT December 6
    - 10-15 minute presentation
- Get list of businesses in town that support the project
  - Sam will ask her PAC members if we can use their business name in flyers
  - Could businesses put a Vote Yes placard in their windows?
  - Who will contact them?
    - Sam will reach out to Karen and Melissa
  - Who will make the placards?
    - Lance/LBA
- Letters to the editor in local news sources
  - Which papers or websites?
  - Who will write them?
- Mail postcards or insert as advertisement in papers (Christi & Irene on working on this with printer)
  - February, closer to the vote
    - Do we need two separate flyers since it is two warrant articles?
    - There are overlaps between the projects
  - The Voter's Guide is very important to have good information in
  - Need to add contact information to flyers
    - Have a QR code to FAQ sheet, with one question - Who do I contact? (QR Code created, posted on District website, copies at Town Hall and Milford Library)
- District email blasts
  - Christi & Irene

- Social Media posts
  - Christi & Irene
  - Karin Cevalco, and PTO Presidents
  - Class council pages
    - Class 2025 and 2026 Heather Romeri
    - Class 2027 Ruth Wilson
  - Alumni pages
- Video on “Remember When” with old pictures and state championships from yearbooks, and then - now time to reinvest?
  - Need to be careful we are not telling them how to vote
- Highlight what the benefits are to both projects
  - Bringing pre-K back to JMS
  - Opens 3 classrooms at HP
  - Opens 3 classrooms and gives cafeteria back to JMS
  - Provides 3 classes for MHS
  - Do a short video where each principal, and CTE Director, talks about what the impact of the Bales projects would have on their school
- ▲ Saturday morning Soccer fields
  - Noah handed out flyers
  - Boards are hung in front of MCAA fields
  - Also hung in front of MMS, corner Osgood and West Street, HP, and Bales
- Hampshire Hills and Hampshire dome during winter
  - Noah has reached out and is waiting to hear back on hanging poster or handing out flyers
- Craft Fair December 2 9:00 am - 2:00 pm at MHS
  - Put up boards and have flyers available
  - Lance will create 4 more sets of boards
- Post a flyer on a bulletin board at Town Hall
  - Irene will drop some off (Town Hall has been replenished, Library has it on their bulletin board)
- Discuss at School Board meetings
  - Give progress reports on action items
    - Noah will provide information during committee updates
- Have an email address where public can send questions to get information
  - Create an FAQ and post on website
  - Jan created a Google doc to add FAQs
- Virtual Meetings
  - 20-minute Zoom meeting on a single topic
    - Every Tuesday at 5:00 PM with a specific topic
  - Kept them short, single topic, short Q&A
  - Discuss CTE and Bales projects separately
- Final Push in February
  - CTE Open House February 1
  - CTE event in February open to the public, with tours
    - Or a video tour?

- Pep Rally by an outside group?
- Hold a Community Meeting a few weeks before the vote?
- Have a presentation at Bales
  - Include a Zoom component
  - January 25, 6:00-8:00 PM
    - Have snacks
    - Ambassadors to babysit?
  - Start at JMS, then have a tour in Bales?
- Remind people to vote

#### 5. Next Meeting Date/Time (Group)

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