

Draft Meeting Minutes

Middle School Marketing Committee

May 8, 2014 - 7:30am
Parrett, Porto & Colwell, PC
2319 Whitney Ave, Hamden Building One

Committee Members in Attendance:

Joe Costa, Graham Curtis, Walter Nester, Joe Porto, Sydney Smith, Dyann Vissicchio

This was the first meeting of the Middle School Marketing. Discussion was to come up with ideas on how to market the project and get people out to vote.

Action items

1. Dyann - Determine if we can reserve parking spaces during the evening of the referendum as the concert on the Town Green is the same night and parking for voters will be an issue.
2. Joe P- Come up with an email reminding parents to vote. Once email is drafted and approved by committee, it will be send out to the various sports groups in town so they can email it to the parents i.e. football, soccer, lacrosse, softball.
3. Dyann - Send approved wording to contact Dr. Cronin and ask if he can send a voice mail to all parents. Ask Dr. Cronin if the school principals can send this out each Sunday evening.
4. Dyann -Ask first Mike Freda if he feels \$64 million total cost is a sellable number for the referendum.
5. Sydney - follow up with WTNH to see if they would do a story on the project.
6. Sydney - draft article about school project with a compelling title for publishing in local newspapers.
7. All - ask parents if they are willing to write editorials in the local papers in support of the project.
8. Joe C - to discuss with Mr. Piazza having a member of the high school tape a short question and answer period that can be published on NHTV. Need to determine who will answer the questions (Mr. Piazza, Gary Dr. Cronin?) and if we can get a high school media person to conduct the interview. Joe will come up with the questions.
9. Joe C - develop poster Boards to be created and put up in the schools and town library.
10. All - Ask if there are any children, teachers, principals are willing to talk at the BOS, BOF about why we need a new school and that they support the project.
11. Dyann - email Ed and find out how much money we have to spend on mailings etc.
12. Dyann - email Jeff and verify we can copy flyers and place them on windshields at sporting events.
13. Walt - check on pricing with Bulls Eye Marketing and with local papers on placing inserts in these Newspapers.
14. Sydney - put a reminder on the Facebook page to vote on June 17th
15. Joe P - find out if we can put posters at the green during the concert on the 17th.