

Communication Committee
Meeting Minutes February, 2017

Present: Brad Smith, Holly J. P. Kopp, Ryan Palmer

The Committee reviewed tasks that have been completed to advertise both the public hearing and the referendum. Updates are in italics.

PDT has drafted a multi-page flyer to “get out the vote” which will be sent to all households in the four towns two weeks prior to the referendum date. *Completed / to be sent in Cryer on March 1, 2017*

All residents (10,300) will receive one page flyer to be sent on 2/21/17: *Completed*

Local papers: *Darcy Moore is working on a piece, advertised in Times Record 2/10/17 and Forecaster 2/5/17*

MSAD #75 Websites (Brad): *On District page and construction page (scrolling), working on larger ad on each home page of District site*

Mass emails (Brad): *One will go out on Tues 2/14 and another on Wed 2/15*

Robo Call (Brad): *Completed on 2/14*

Remind/Twitter/FB (Ryan): *Completed on 2/14*

Posted on MTA HS sign: ***Needs to be done asap***

If hearing date is changed to Feb 16th due to weather, we will put on TV and Brad will do another robo call as well as email blast. Ryan will update the District and construction website.

Brad has asked representatives from The Highland Green to help get the word out and will update those representatives if the hearing date is changed due to weather.

The Committee also discussed poster boards and the design of those posters for placing in all MSAD #75 schools and at each of the town offices. *Poster boards have been distributed to all schools, town offices and libraries. Extras are available. The Committee discussed having a poster sent to the Harpswell Recycling Center.*

With regards to “Letters to the Editor,” Holly has sent requests to some individuals in Topsham and shared contact info for submitting letters to the editors of the Cryer, Forecaster, The Anchor, and Times Record with the four Board Reps on the Building Committee.

Ryan shared the progress he is making with producing a video. Ryan is working with the ITEAM for voice overs, he has a folder of images, and is hopeful to get the video finished in the coming week. The video will be posted on Topsham TV, Harpswell TV and the District and construction websites.

Next Meeting: March 1, 1:00 at District Office