

These minutes were approved by the Torrington Board of Education on September 21, 2020.



Torrington Public Schools

SUSAN M. LUBOMSKI
SUPERINTENDENT

SUSAN B. FERGUSSON
ASSISTANT SUPERINTENDENT

Marketing Committee Meeting Monday, August 17, 2020, 5:30 P.M. Torrington School Library/Media Center

Minutes

1. Call to Order: 5:35 P.M.
2. Approval of Agenda: Ms. Hoehne made a motion to approve the agenda, second by Mr. Kissko. All in favor.
3. Roll Call: Ed Arum, Fiona Cappabianca, Kris Dargenio, Robert DeMalle, Ruth Dwyer, Nikki Fappiano, Tim Gaffney, Ali Herold, Ellen Hoehne, John Kissko, Donna Labbe, Jason Lafreniere, Robin Ledversis, Mario Longobucco, Susan Lubomski, Andrew Marchand, Kimberly Petzel, Jeff Putnam, Lance Reynolds, Jess Richardson, Rachel Santacrose, Brian Solywoda, and Hilary Sterling
4. Discussion/Next Steps:
 - a. KBA gave an overview of options for the building project with a [video presentation](#)
 - b. Political Action Committee (PAC) guidelines were distributed and many attendees expressed interest in forming a PAC for this project based, time limited initiative. Information on roles of the marketing committee were discussed. Superintendent Lubomski will follow up with legal to define employee and committee roles further.
 - c. Timeline: The information mailer will be edited to include an email and phone number on the inner pages located at the bottom and a note that this is the first of three and more information will be coming. Information on the cost of maintaining the existing facility of \$112 million was suggested to be added to the document. Strict guidelines on content being neutral was discussed. A final version of the publication is slated for August 21st with an in home deadline date of August 25th. The first of three mailers will include information on a virtual public forum scheduled for September 1st with plans for in person attendance at specific venues to follow.
 - d. Communication venues were discussed and a multi-faceted approach to communicating information via the established Website, Facebook, etc was recommended.
 - e. Marketing Committee Co-Chairs: Ms. Hoehne & Ms. Labbe agreed to co-chair
5. Comments for the Good of the Order: N/A
6. Topics for Future Meetings:
 - a. Public Forums/Legal Roles & Responsibilities of Members
7. Adjournment: A motion to adjourn was made by Mr. Lafreniere, second by Mr. Marchand. All in Favor. Meeting adjourned at 7:50 p.m.
Next Meeting: TBD