

AHS Building Committee, Communications Subcommittee
Met 5/15/17 at 6:30pm (meeting posted erroneously for 6pm)
Present: Kathleen Bodie, Joan Roman, Amy Speare, Tobey Jackson, Kirsi Allison-Ampe

AHS Building Project Website Discussion:

Other sites

- Winchester High school
 - Site done by Cindy Bohne & Laura Sullivan
 - Being used as model for Winchester's permanent building projects going forward
 - We will contact Bohne, Sullivan, see if have capacity to do a website for us
- Arlington's Mass Ave Corridor website
 - MassDOT gave \$\$ for hiring contact person, office
 - as part of duties created content for website
 - project had more public opposition — felt to need more information publicized
- Arlington Center project
 - Did not have additional money
 - Did presentations to public
 - Had page on town website

Engagement

- We have to decide what will be ongoing engagement
- How often / what / how reach out to public

Security

- KB remembers possible issue with Wordpress sites
- links "too porous" — KB will find out further info from Claudia

Legal compliance

- MSBA requirements discussed
- Town requirements discussed

Other potential vendors

- A&M Design suggested by Juhan Sonin as design/build firm
- Claudia Bertoli? (APS contractor)
- Committee members reaching out for additional names

Timeline, budget

- Subcommittee affirmed desire to have website up by July 2017
- Budget — will see what comes up in discussions with vendors
 - aiming for \$3000 to \$5000 but want ability to have ongoing support
 - plan to spend less for straightforward site that provides necessary info

Motion: to authorize AS and KAA to contact and discuss possibility of building website with vendors, made by KAA, seconded by KB, passed 4-0

Website URL:

Various website URLs were discussed, including

- arlingtonhighschoolrebuild
- arlingtonhighschoolproject
- newarlingtonhighschool
- AHSrebuild *
- AHSproject ^
- AHSbuildingproject
- newAHS *
- buildAHS
- buildNewAHS
- improveAHS
- goAHS ^
- AHSnow *
- arlingtonHSproject *
- AHSfuture *
- AHSvision *
- visionAHS *
- rebuildAHS *
- projectAHS *
- AHSbuilding *

* = available, ^ = unavailable

Subcommittee felt a long URL was going to be problematic for communications, with broken links in emails, etc. Availability of shorter URLs was explored and then committee voted on options. AHSrebuild and AHSbuilding were top vote getters, AHSbuilding won because it is felt to sync better with the AHS Building Committee name. KAA is to purchase both AHSbuilding.com and AHSbuilding.org to ensure availability.

FAQ:

FAQ document

- AS had created FAQ document and draft answers
- FAQ questions distributed before meeting, FAQ answers distributed at meeting
- KB had comments on FAQ answers

Open meeting law and working together on project

- KAA had discussion with Doug Heim re how best work on FAQ, website content, etc as group
- Various aspects of OML reviewed
- Ways of working within compliance with OML discussed

Where put FAQ?

- Subcommittee felt that FAQ can go up on town High School Building Committee website and also on school facility website, until Building Committee project website is available

Motion: to authorize AS and TJ to work on FAQ answers and incorporate the superintendent's comments, made by JR, seconded by AS, passed 4-0.

Subcommittee Leadership:

Subcommittee had forgotten to elect chair person at first meeting.

Motion: to elect AS as chair of Communications Subcommittee, made by KAA, seconded by TJ, passed 4-0.

To dos:

Talk to potential vendors — Amy and Kirsi

Talk to Claudia about website security, building — Kathy

Purchase website domains — Kirsi

Minutes — Kirsi

Revise FAQ and answers — Toby and Amy

Questions to think about before next meeting:

- Continue look at other building committee websites, find ones we like
- What sections do we want to have on website?
- Where host website?
- Other potential designers?

Action/agenda for upcoming meeting:

- Selection process for website designer

Next meeting scheduled for June 5th, 6:30pm.

Meeting adjourned at 8:10pm.