

AHS Building Committee, Communications Subcommittee

Met 9/11/18 at 8:30am

Present: Kathleen Bodie, Amy Speare (Chair), Kirsi Allison-Ampe, Tobey Jackson, Julie Dunn, Jim Burrows, Victoria Clifford, and Lori Cowles (by phone).

9/15 Town Day Planning

Goals:

- Building awareness
- Publicize fall/winter forums
- Gather community feedback

Handouts/Materials:

- 1-pager to get people up to speed
- Advocate editorial
- Banner for tent with town seal - Skanska can print
- Boards fo Option 3a. HMFH can prepare “design concepts” - site plans, floor plans, sectional, massing diagram
- Construction timeline handout
- Nametags
- Water

Gathering feedback - will have index cards for visitors to fill out. Booth volunteers will keep notes in notebook

Booth volunteers will have talking points to refer to with anticipated questions

Skanska and HMFH will be present throughout day

Fall Forum Planning and Feedback Solicitation

Dates are set for September 24, October 24, and November 27. January and February forum dates are TBD

- Focus for September forum: site design/plan: traffic, use of front green and outdoor spaces, share schedule for exterior design development
- Focus for October forum: exterior look and feel of building

KAA: forecasts pushback about the size of the front green

LC: Front green will change. Building on front green to keep school in session during construction and reduce swing space costs. There is great opportunity to how to design and use a re-designed front green.

Visuals planned for September 17 forum: overall site diagrams, blow-ups of each programming area (front green and courtyards), enlarged site plans of portions of building to show scale, east and west views coming up Mass Ave, some precedent images (ex. amphitheatre)

JB: recommends laying out a workplan schedule to development of exterior design. HMFH will develop schedule

AS: Traffic Advisory Committee (TAC), police and DPW need to be briefed on traffic study. Traffic study will be sent.

Subcommittee will discuss how to gather feedback during forum after September 17 Building Committee meeting

Website updates

Website is updated based on community feedback

Communications Calendar

- Blog by Tobey on schematic design is posted on website and will go to Advocate week of September 17
- Blog by Kate L on why Option 3a was chosen will be posted week of September 17
- New e-bulletin going out this week

Responding to emails

- AS: Need a better system for managing emails as volume goes up
- JB: emails should continue to run through Skanska. Skanska can manage increased volume
- Karen T will maintain a log of what's been responded to and when
- Every two weeks, Building Committee will receive a pdf of community questions and responses. All emails should be sent to Karen who will prepare and distribute the pdf

Social Media

- Responding to social media posts - more capacity needed to handle this
- JB: responses should correct factual inaccuracies and tell people how they can give input; don't respond to general complaints.
- KB: hire someone to manage the Facebook site and respond to comments. Could Joan R do this?

Meeting adjourned at 10:15am

Next meeting: 9/18/18, 8:00am

