

Draft Meeting Minutes

Middle School Marketing Sub-Committee

May 20, 2014 – 7:30 a.m.

Parrett, Porto, Parese & Colwell, P.C.
One Hamden Center
2319 Whitney Avenue
Hamden, CT 06518

Committee Members in Attendance:

Joe Costa, Walter Nester, Joe Porto, Sydney Smith, Ed Swinkowski and Dyann Vissicchio

Walter Nester moved for approval of the minutes dated May 13th. The motion was seconded by Dyann Vissicchio and the motion passed unanimously.

Discussion points:

- Removed floor plan picture from poster board
- Discussed if financials can be added to poster board at this time.
- Town meeting is on June 3
- Plan for the flyers to go into the various schools and poster boards was presented to Ed. We were given approval to go forward with the inserts in the local papers and posters.

Action Items:

1. Action is being taken to work with the North Haven Police to make sure there is space reserved for people who want to vote on the afternoon and evening of June 17, 2014, notwithstanding the activities that will be occurring on the North Haven Town Green.
2. Completed - Sydney Smith prepared a flyer that Joe Porto will send to the chairs of the youth sports leagues for distribution among its participants.
3. Completed -An e-mail will be sent to Dr. Cronin reminding him to send weekly voice mail reminders for the upcoming vote.
4. Completed.
5. No interest at this time.
6. Completed - Sydney Smith is drafting an article and Gary is to be interviewed by a reporter from the Courier.
7. Pending.
8. Video was filmed on the 16th and in process of being edited
9. David Mikos has 7 sandwich boards for a type of poster to be created and place around town. The posters will be submitted to the building committee for approval.
10. In process - Joe Porto and Dyann Vissicchio are working to obtain children, teachers and principals willing to talk to the Board of Selectman and Board of Finance about the project.

11. Completed.
12. Completed.
13. Walt spoke with the Meriden Record Journal and the Advisor with regard to running ads.
Meriden Record Journal: 11,500 copies. Print needed 2 weeks in advance. \$500.00 to have insert included in the paper, which does not include printing. Printing costs: 100 lb. glossy paper - \$800-\$1,000 for 11,500 copies.

Advisor: 9,000 copies. Cost: \$360.00. 1 week advance notice required. Wednesday deadline for weekend delivery.

14. Completed.
15. Committee agreed to put posters mounted at the 4 elementary schools, middle school, high school, Town Hall, library. We need to check with Park and Rec about having 2 posters on the green on June 17th
16. Dyann to ask Gary to schedule a meeting for Friday 5/23 to review poster boards and approve previous marketing minutes.
17. Open – ask Dr. Cronin if he could ask principals to send the save the date flyer home with the elementary students.
18. Completed - Dyann to ask Registrars about putting the vote on June 17th for Middle School Referendum sign in front of the town hall