

DRAFT

**Dale Street Building Communications Sub-Committee
Zoom Remote Session Meeting
Meeting Date: 2/25/21- 12:00-1:00 PM**

In attendance:

Anna Mae O'Shea Brooke- member
Bob Sliney - member
Tracey Rogers -member
Mike Quinlan- chair
Emily Grandstaff-Rice
Larry Spang
Gina Gomes-Cruz
Tim Baker

Absent:

Tim Bonfatti - member
Tim Knight- member

Start: 12:06

End: 12:46

Apologies that the 2/4/21 meeting had to be cancelled last minute (AMO had an appt for her mother)

Sustainability Forum: press release was submitted to the print papers for the last 2 weeks, Patch headline, email list, MEC email list, Pete Peterson's blog, sent to Roberta to forward to COA population, added WC emails to our distribution list
Need recording ASAP, and email it out with Feb highlights

Calendar: get Sustainability video out next week ideally with Feb highlights, announce SBC 3/10 meeting. Take Gina's monthly updates and turn it into a mailchimp template that also connects to Facebook. Tracey suggested taking the dense text and turning them into bullets with links

Bios of SBC members are needed to be part of the "Project Basics" piece for Feb., need 2 lines of who they are and perhaps link to their LinkedIn page, combine with update of how we got here and what and how decisions were made

Tim Baker asked about MSBA documents and we must keep the Dale St name for official docs as that is how MSBA keeps track. Renaming of school cannot happen/should not happen until the town votes to approve the project

Logo: Janie Boylan has been generous with her time and talent and has come up with alternative logos. Mike Q suggested that there is no need for the town seal and M logo. Larry mentioned that we should think of where we are using it and how it would look. AMO said that presentation slides, Facebook and mailchimp are the main locations for its use. Tracey suggested using the town seal and M logo as perhaps a footer and also suggested using the aerial view as the FB banner IF it can fit. Bob liked using the "Wheelock Campus" words as it implies that the new site is fiscally responsible since 2 schools will be adjacent and can share resources, curriculum alignment, etc.

Subtitle: Tracey suggested that the website have a clarifying descriptor below "Elementary School Project". Mike Q agreed

January 14, 2021 minutes were approved: motioned by Bob Sliney, 2nd by Tracey Rogers, voted unanimously. January 21, 2021 minutes were tabled.