

TOWN OF WELLESLEY
School Building Committee
Hardy, Hunnewell, Upham Facilities Project
Subcommittee for Outreach and Communications

April 9, 2019, 2019 11:00 a.m.
Juliani Room, Town Hall, 525 Washington Street

The Open Session of the School Building Committee Subcommittee for Outreach and Communications convened at approximately 11:20 a.m. Those present included Jane Andrews, Virginia Ferko, Sharon Gray, Heather Sawitsky and Thomas Ulfelder.

Citizen Speak

No one participated in Citizen Speak

Planning for Hunnewell Feasibility Study Public Forum #3

Ms. Gray provided an update on efforts by the School Committee and WPS administration to engage the school community on the possibility of using internal swing space for the Hunnewell project. She reported that Dr. Lussier had explained the concept to PTO leaders at a recent Central Council of PTO's meeting, where it was positively received, and a meeting for Hunnewell parents is scheduled for this week. Mr. Ulfelder and Ms. Andrews expressed interest in attending on behalf of the SBC along with School Committee members and Dr. Lussier.

Ms. Gray said that the tentative date and location for the Public Forum is April 30 at the Hunnewell Gymnasium. There was discussion of setup for the forum with a preference expressed for rows or chairs to accommodate about 100 people rather than round tables as were used at the last forum. Ms. Andrews noted that the program for this forum should prioritize time for community feedback rather than lengthy presentations. There was general agreement that the advertising plan for this forum should be similar to that used for Public Forum #2 and include postcards to abutters and Town Meeting members as well as the usual emailed notices to the various constituencies and to the media. Ms. Ferko said that Sustainable Wellesley and the League of Women Voters have included information on the past forums in their newsletters and some organizations have included SBC events on their social media. She will request this help again.

Discuss communication strategies

The challenges associated with SBC communication were discussed. The Town website requires staff rather than volunteer board members to design and update webpages. The SBC does not have dedicated administrative staff and Town staff have been helpful but have limited availability beyond their regular duties. The possibility of recruiting a volunteer for the SBC with website and social media related communication skills was discussed but the difficulty of recruitment was acknowledged. Ms. Gray expressed support for developing a separate website for the HHU Projects that could be managed by volunteer board members.

Review and vote to approve minutes of February 21, 2019 and March 2, 2019

Ms. Ferko moved to approve the minutes of February 21, 2019 and March 2, 2019. Ms. Gray seconded and the minutes were approved 3-0 (Ms. Andrews abstained).

Adjournment: At approximately 1:00 PM.

Documents Used:

SBC Subcommittee on O&C Minutes 2-21-9-2019 (draft)

SBC Subcommittee on O&C Minutes 3-2-2019 (draft)

Approved 5-23-2019