

# MEETING NOTES



Meeting Date: September 25, 2024  
 Project Name: Lexington High School  
 Project Number: Click or tap here to enter text.  
 Subject: LHS Communications Working Group Meeting  
 Attendees:

<input checked="" type="checkbox"/> Christina Dell Angelo <b>(CA)</b>	DWMP - Project Manager
<input checked="" type="checkbox"/> Mike Burton <b>(MB)</b>	DWMP- Partner
<input checked="" type="checkbox"/> Jacob Greco <b>(JG)</b>	DWMP - Assistant Project Manager
Lorraine Finnegan <b>(LF)</b>	SMMA – Principal in Charge
<input checked="" type="checkbox"/> Anoush Krafian <b>(AK)</b>	SMMA – Assistant Project Manager
Mark Barrett <b>(MB2)</b>	LHS- Public Facilities Project Manager
Mike Cronin <b>(MC)</b>	SBC Vice Chair & LPS Facility Director
<input checked="" type="checkbox"/> Joe Pato <b>(JP)</b>	Select Board
• Julie Hackett <b>(JH)</b>	Superintendent
<input checked="" type="checkbox"/> Jon Himmel <b>(JH2)</b>	PBC Chair
Kathleen Lenihan <b>(KL)</b>	SBC Chair
<input checked="" type="checkbox"/> Kseniya Slavsky <b>(KS)</b>	SBC Community Representative
Hsing Min Sha <b>(HMS)</b>	SBC Community Representative
• Jonas Miller <b>(JM)</b>	Communications Director

Item No.	Action Item	Requested by	Ball in Court
3	Send video clips to the working group	J.Pato	DWMP
3	Send an email with the official list of topics for videos	J.Pato	DWMP

3	Reach out to Lex Media for the school tours	DMWP	J.Hackett

Agenda Item	Description
1.	<b>Introduction:</b> Refer to attendees list.
2.	<p><b>Review Feedback from 9/17 Forum</b></p> <ul style="list-style-type: none"> <li>• K.Slavsky noted that M.Cronin presentation was absolutely great and should be clipped to add to the website. She noted she also heard some other things that were shared in a very good way that could be used <ul style="list-style-type: none"> <li>◦ C.D. Angelo noted that the team has already clipped this video and will make sure to add it this to the website. It was also shared with KartoonEDU.</li> </ul> </li> <li>• J.Himmel noted it seems there is a lot of information about the cost, although preliminary, but that the reno only might not actually garner MSBA participation. Himmel thinks this because they are not addressing the educational program until they start adding additions. Himmel noted there may be a better graphic way of showing these costs to compare the options.</li> <li>• M.Burton noted the thought exchange is still live and asked for any thoughts or ideas to share this with the community</li> <li>• J.Hackett noted that a school committee member noted it was biased</li> <li>• J.Hackett noted they should postpone the September 30th meeting vote given they do not have the new prices yet <ul style="list-style-type: none"> <li>◦ J.Pato noted that they could still come to a conclusion for all aspects aside from price</li> </ul> </li> <li>• K.Slavsky noted she has been approached by many PTO/PTA members and has directed them to the website. She noted they are often overwhelmed by the website and think some videos on the front of the page catching people up would be helpful.</li> <li>• K.Slavsky asked J.Hackett if she could produce a video showing the academic operational plan for if an addition/renovation is chosen.</li> </ul>

- J.Hackett noted that this is very complex, but she can put some thought to it. Hackett noted that she meets with all the presidents of the PTO/PTA members and has shared clips/cliff notes with them.
- C.D. Angelo asked if they send out the clip of the cost of doing nothing to the group and see if everyone agrees about posting it.
  - J.Pato noted sure, but he is working with C.Kosnoff to make it more digestible.
- K.Slavsky noted a better produced video will be great, but it will take time to get up and it will be bets to just clip the video.
- K.Slavsky noted a video on the tax impacts would be helpful but there are two pieces missing. She noted how the tax impact is improved by the sustainability incentives. Slavsky noted there is a lot of concern about the growing population and an explanation could be useful, and would these people somewhat help the taxpayer average.
  - J.Pato noted that the taxpayer implication is how the cost is broken down based on the current revenue but as the project goes forward the budgets will be reviewed, and the number could change. The current estimates represent the worst-case scenario.
  - J.Pato noted that an addition to the enrollment number
- J.Greco shared the Thought Exchange data so far
  - J.Miller asked for the bar graph to be shared when the survey is complete.
  - K.Slavsky noted that all these responses may be from the same group and this data should be combined with the previous Exchange to compare the demographics.
  - J.Miller asked what the use of the data is as J.Pato noted that this data is not useful.
    - J.Pato noted that the rankings are not useful, but the comments provided are useful
    - J.Hackett noted the purpose is it is an engagement tool for the community and the responses can provide insight
  - J.Himmel asked how the demographics could influence the data and allow for it to be compared
    - M.Burton noted they did not include demographic questions in this one as they

wanted to keep it vague and open to hear about the opinions on the options.

- K.Slavsky noted something that really struck her was cost and tax impact as everyone in town cares about this
- J.Hackett Proposed Proposal: 9/30 - no official vote for 2 options, just preliminary, straw poll kind of discussion. 10/9 cost estimates to SBC. Add a SBC meeting on 10/10 or 10/11. Review cost estimates and vote for 2 options
  - M.Burton noted that 10/11 will work better and noted that the project team will not have the adequate time to review the costs
  - A doodle poll will be sent out for a two-hour meeting by J.Hackett
  - J.Hackett noted it should be from 12-2
  - M.Burton asked if the 10/15 meeting to review the costs and decide on the two options works as the numbers were supposed to be reviewed that date anyways
  - J.Hackett noted that hearing the costs the day of the community forum may not be the best idea
- J.Himmel noted that as the costs may be calculated properly, they may not be packaged properly in time
  - M.Burton noted this is why he suggested moving the meeting to 10/30, but it did not occur
- J.Himmel noted he is hearing talk about doing phased construction years apart
  - J.Pato noted it will be good to understand the complications with this and share it with the public.
- J.Pato noted that if the community meeting is just for the sharing costs, he does not see the value in that and asked if moving the meeting to October 30th is a good idea.
  - M.Burton noted that the 30th had a complication via M.Barrett but they will look into it.
- J.Himmel noted that the RFQs will also be coming back around that time and there may be some good information in there in regard to phasing
- M.Burton noted they are in a public procurement process, and they should use caution on sharing the qualifications as they are in a competitive process.
  - J.Himmel noted they can share the distilled information not associating with any one company

	<ul style="list-style-type: none"> <li>• J.Hackett noted she is thinking about the November 12th date and thinking about extending the date to about 3-4 hours and possibly at night</li> <li>• C.D. Angelo noted they should have a communications working group update at the meeting to have these ideas finalized by the SBC.</li> </ul>
3.	<p><b>Review video segment progress</b></p> <ul style="list-style-type: none"> <li>• C.D. Angelo noted they have provided information to KartooneDU and he is working on these videos</li> <li>• J.Pato asked about how the videos produced by Lexington will occur and which topics will be produced by KartooneDU <ul style="list-style-type: none"> <li>◦ M.Burton listed the topics he had from last meeting</li> </ul> </li> <li>• J.Miller noted it is important to keep the same "look and feel" for the videos between the KartooneDU and Lexington videos. Miller noted keeping the same will help for people watching it back-to-back.</li> <li>• C.D. Angelo asked for J.Pato to share the revised version of his video to send to KartooneDU and maybe he can use the voice over with his graphics.</li> <li>• K.Slavsky noted she previously has expressed her thoughts around videos that are generic and do not come from the community. She sees J.Miller's point about unity of the videos.</li> <li>• C.D. Angelo asked to clarify which topics they want KartooneDU to handle <ul style="list-style-type: none"> <li>◦ J.Hackett noted growing population should be added</li> </ul> </li> <li>• K.Slavsky noted an interview format may be a good way to convey these options</li> <li>• J.Miller noted it may be good to record these with a camera/iphone over a zoom as it will look more official.</li> <li>• C.D. Angelo asked if anyone has heard from LexMedia about the video they are producing <ul style="list-style-type: none"> <li>◦ J.Hackett noted she was interviewed by them at the start of school and can follow up to see if the final product is complete.</li> </ul> </li> <li>• J.Hackett asked what if LexMedia came in to record the topics for Lexington all in one day</li> </ul>

	<ul style="list-style-type: none"> <li>• M.Burton noted that this Friday is the high school tours, and this will be a good opportunity to video walking through the current Lexington High School <ul style="list-style-type: none"> <li>○ J.Hackett said she can see if LexMedia can join them on the tours</li> </ul> </li> </ul>
4.	<b>Review Additional FAQ Topics/Adjustments</b> <ul style="list-style-type: none"> <li>- Agenda Item not discussed</li> </ul>
5.	<b>Close</b>

**Sincerely,**

**DORE + WHITTIER**

Jacob Greco  
Assistant Project Manager

Cc: Attendees, File

The above is my summation of our meeting. If you have any additions and/or corrections, please contact me for incorporation into these minutes