

Ad Hoc Concept and Design Committee Notes – June 22, 2016

Present: Kim Appleby (Chair), Rich Barratt, Jerry White, Kristin Collins, Joanne Richards, Tori Manzi, Bob Williams, Marianne Doyle, Beth Fisher, Ron Lamarre (via skype), Sherry Moody, Bobby Deetjen, Brandon Soards.

Committee meeting began at 4:03 PM. Brandon presented a marketing plan and explained his recommendations and immediate goals. The easiest things to market are live work, events/clubs, throw backs (past events), awards and statistics. Information can come from staff, parents, students and former students. Types of outlets could include Facebook, Twitter, YouTube and more traditional sources like newspapers, emails and websites. The plan includes setting up an email address: marketing@mcst8.org Brandon explained various methods of the marketing “pipeline” and how things get out there. The Facebook target would be weekly postings. Monthly press releases are important and the October 13th Open House should be a big event. Short-term goals include creating a Marketing Committee, a primary message and talking points. Gathering material for weekly posts is going to be a lot of work. Long-term goals will include staff training, developing long-term branding and a regular interview schedule, and to investigate an e-newsletter. Kristin asked about the Bangor Daily News being included in press releases and if LinkedIn should be considered as well. Kim asked about forming a committee and Beth advised she would like it set up internally at the Admin Team level. Kristin asked about board approval of press releases. Jerry felt Admin needs leeway in giving out information. Beth advised once the board discusses information and/or concept designs, she is legally required to respond to requests for information.

Beth handed out student survey responses. She explained the process wasn’t as smooth as they had hoped but 752 responses were received. She also had a conversation with the DOE about business classes. They are considering changing the rules for business classes and waiving the 350 hour rule. Bobby reported all schools in the region were given the survey and he thought about 1/3 of students in grades 7 to 10 responded.

Ron shared updated exterior renderings. Beth shared teacher concerns about access to exterior doors. Ron explained the openings can be designed in different widths – 10, 12 or 14 feet. Carpentry would probably need window walls to accommodate tall projects. Some programs would like to use the Shop Bot and Ron advised he can incorporate this into the design. He reviewed Pre-Engineering and IAT spaces and updated interior floor plans. Ron will begin work on the site plan next. He discussed the idea of small “display islands” in front of the building.

Kim asked Ron about next steps and he thought the concept designs are ready to be shared with the community. Kristin asked about replacing current programming with other programs and Ron advised all shop spaces on the outside walls are flexible in that respect. Sherry asked about the next flier. Ron reviewed the draft budget and plans to present to the full board in July. He discussed different geo-thermal systems and how the geo-thermal companies design and install the system. It takes 10 years to get pay back on a geo-thermal system and costs about \$650K. Ron will have a final concept design and preliminary budget ready for the board a week in advance of the meeting. Tentatively the next meeting will be July 27th.