

Wednesday, June 15, 2022

MINUTES OF THE AD HOC DISTRICTWIDE BRANDING COMMITTEE OF THE BRIDGEPORT BOARD OF EDUCATION, held June 15, 2022, at Central High School, 1 Lincoln Boulevard, Bridgeport, Connecticut.

The meeting was called to order at 6:00 p.m. Present were members Chair Bobbi Brown and Albert Benejan*. Board members Joe Sokolovic was present.

(*remote participation)

Mr. Benejan moved to approve the minutes of the meeting of May 18, 2022. The motion was seconded by Ms. Brown and unanimously approved.

Sarah-Jane Henry, director of performing and visual arts, was present for the next agenda item on the district logo design. Dr. Henry said there was no update, with the project at the designer, along with the committee's feedback. She said she would provide the mockups to the superintendent's office as soon as she gets them.

The next agenda item was an update on the district-wide billboard for attendance.

Carli Rocha-Reaes, director of school counseling, said she shared the new billboard with Ms. Brown, which added a hashtag and gives the percentage of students attending school last week. She said the attendance percentage will be updated each week to encourage students to attend school until the last day.

Ms. Rocha-Reaes said over the summer there will be more attendance awareness campaigning through the billboards. A summer family engagement event is being planned.

Mr. Benejan said he had nothing to add on the agenda item on future agenda items.

The next agenda item was on the financial presentation slides. Mr. Sokolovic said the suggestion was intended to make the public understand the financial numbers more easily and the urgency of the situation. He said we had to market the budget.

Ms. Brown suggested greater use of color and less information on each slide. She said even as board members there is a lot of information to absorb on the slides.

In response to a question, Tim Grasty said he was not sure who creates the final PowerPoint presentations from Ms. Siegel's financial information.

Mr. Sokolovic suggested the use of the term "budget requirement" instead of budget request. He said he personally preferred the use of bar graphs. He suggested the committee consider coming up with a shortened version to make it easier to understand such as used by Bridgeport Generation Now.

Mr. Benejan moved to adjourn the meeting. The motion was seconded by Ms. Brown and unanimously approved.

The meeting was adjourned at 6:14 p.m.

Respectfully submitted,

John McLeod

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