

Approved 1/18/23
TOWN OF WEST TISBURY
Howes House Building Committee
January 11,2023

Present: Kathy Logue, Jim Klingensmith; Bethany Hammond; Bernadette Lyons; Donald Velozo, Adrian Higgins, Jen Rand

The meeting was called to order at 8:30 AM.

Next Steps: The committee discussed the first public outreach meeting. The meeting will be held on February 2nd at 5:00 pm. The first meeting will be on zoom, as we hold more they may be hybrid then in person once the plans are coming together. Bethany noted that a small group had met to brainstorm ideas about how to get the word out on their programming looking at places like the radio and MVTV and creating catchy ads in the paper. Kathy suggested they give specific programming information to the town columns like the library does to catch more readers. Jen noted that it was important to do that, but the building committee should be more focused on building design than on what classes are offered in the meeting space. Kathy noted that the programming would certainly inform the interior design however.

Adrian suggested using instagram and a dedicated website for the project to reach people in as many ways as possible. Jen will look into those things.

Jim said the forum should be able to answer the questions:

What are we doing now and how will the renovations improve that

What are the deficiencies in the building and how will the renovation address those?

Donald said it would be a good idea to focus on the issues the project will help address versus identifying the things that cannot be solved by the project. He said it was also important to get information about the cost of the project out as early as possible.

Bernadette said it would be helpful to have someone onboard that is good with marketing to assure the messages are clear and helpful.

Respectfully Submitted by Jennifer Rand