

Fair Access Committee  
July 23, 2019  
7:30 PM

1. CALL TO ORDER

2. ANNOUNCEMENTS

3. APPROVAL OF MINUTES

3.I. Minutes Of July 9, 2019

4. BUSINESS

4.I. Stakeholder/Partners Meeting Updates  
County Community Survey

4.II. Messaging

- Washington Post Editorial
- Targeted email blasts (strategy)
- Sustained Media Outreach
- Facebook sponsored content campaign
- Earned + Social Media pushes
- Back to School (Aug)
- Ethan as a roving reporter (video)
- Content Development
- Project Fact Sheet/Infographics
- Committee member profiles

4.III. Poolesville Day Planning

- VIP Breakfast - Student Panel
- Parade
- Booth
- Invite list
- Prepare RSVP invite for 2019 breakfast (need electronic and hard copy)
- Develop a BOE meeting testimony strategy
- Other/signage

4.IV. Upcoming Dates/Meetings

- July 24, 7-8 PM, Meet and Welcome the new PHS Principal at PHS Science Bldg.
- July 29, 5:30 PM BOE Evening Business Meeting
- August 13, 9:00 AM Fair Access Meeting
- Aug. 19, 20, 21, Principal Carother's Community Q&A
- August 29, 12:00 PM, BOE Business Meeting
- September 10, 11:00 AM BOE Business Meeting

4.V. Town Events

- July 26, Wine Down in the Park
- August 2, Small town Throwdown
- August 23, Totally Rad
- Sept. 7, Clothing & Toy Swap

## 5. ADJOURNMENT