

Minutes of the MBTA Task Force Subcommittee on Communications and Outreach

May 16, 2024

May 16, 2024 10:15 a.m. Hybrid and In-Person, Room 7, Town Hall

MEMBERS PRESENT: Sandy Bodmer-Turner, Gar Morse, Chris Olney, Susan Philbrick

STAFF PRESENT: Tiffany Marletta, Communications Director; Gail Hunter, Administrative Assistant; Marc Resnick, Director of Land Management

Call to Order: The meeting was called to order at 10:20 a.m.

Preparation for Hybrid Forum, May 23, 7 p.m.

- Mr. Morse requested publicity via an electronic reader board
- Ms. Marletta will publicize via the Cricket, Tide, social media
- Mr. Resnick summarized the proposed order of material to be presented
- Ms. Bodmer-Turner requested the dimensional chart
- Mr. Morse requested a one-page summary of the zoning by-law
- Ms. Bodmer-Turner suggested changing MOD
- Mr. Olney agreed to cover the draft design guidelines
- Ms. Hunter suggested that the FAQs should be available as hand-outs and provided information regarding the past success of reader boards in increasing attendance.

Ms. Philbrick and Mr. Morse led a discussion of the draft language in the by-law's "purpose" statement.

June 3rd Select Board/Planning Board Meeting

- Mr. Resnick indicated that this date may move back.
- Mr. Resnick and Mr. Olney will meet with Select Board Chair Ms. Harrison regarding a presentation
- Emphasize that this submittal to the State is simply a preapproval review

Quarterly Tax Newsletter

- Ms. Marletta will draft a submission for the Task Force and circulate to the committee
- Include upcoming community engagement events
- Summarize progress to-date
- Include the Timeline
- Submission to the printer mid-June

Additional Upcoming Events/Ideas

- Ms. Marletta described upcoming Town events where the Task Force could consider an informational table including Music in the Park and Festival by the Sea

- Music in the Park on July 9 and August 20th were selected, and Ms. Hunter suggested handing out Reese's PB cups.
- Ms. Marletta will research Festival by the Sea
- Ms. Marletta suggested a Fall event in the Chowder House – an informal Q. and A.
- Ms. Marletta also suggested an All-Town mailing in the Fall.
- Mr. Morse liked the Bike and Ped handout containing a QR code.
- Mr. Olney suggested that Mr. Federspiel submit an article to the Cricket in the Fall that contains a QR code.

Composition of MBTA Task Force Website Page

- Ms. Bodmer-Turner requested that resident comments be listed by name with the number of comments noted.
- Ms. Hunter described the work involved for Town employees in documenting, distributing and posting each piece of electronic and written correspondence that is received from a resident
- Ms. Marletta stated that she might be able to create a sidebar for the correspondence or simply move correspondence to a different page
- Ms. Marletta explained that based upon the experience with the "Shingle Hill" correspondence, the Town should expect a large increase in correspondence from residents as the November Town Meeting approaches.

Approval of Minutes: Minutes from April 26, 2024 and May 6, 2024 were approved. Mr. Olney made the motion, and Ms. Bodmer-Turner seconded it. Unanimous.

Next Meeting: Thursday, May 30, 2024 at 10:15 a.m.

Adjourn: Mr. Morse moved to adjourn, and Mr. Olney seconded. Unanimous.