

Minutes of the MBTA Task Force Subcommittee on Communications and Outreach

June 10, 2024

June 10, 2024 1:00 p.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; Marc Resnick, Director of Land Management

Call to Order: The meeting was called to order at 1:05 p.m.

Status of Quarterly Newsletter

- Ms. Marletta redrafted the Newsletter to contain member edits
- Will appear in July property tax mailing

Possible Tour of Districts

- Ms. Marletta spoke with the Council on Aging, and they are not able to lend us their vans
- Mr. Olney suggested drone photos in the Fall
- Ms. Bodmer-Turner emphasized the personal interaction during walking tour
- Ms. Philbrick suggested district walks in the Fall – one district/day
- Mr. Morse stressed reminding residents that no houses will be taken by eminent domain, no homes will be demolished unless an owner chooses to do so, no one's rights are being taken away, residents in the districts will gain new property rights
- Ms. Marletta suggested each member prepare a 5-minute discussion piece for each district
- Mr. Olney suggested having a Q. and A. between two members to include boundaries, zoning, subdistricts, etc.
- Mr. Resnick suggested inviting the public
- Ms. Marletta observed that Summer is ideal for filming videos
- Mr. Olney suggested story boards
- Mr. Olney will prepare a draft for Summer Street/Beach Street
- Ms. Philbrick will try Allen/Lincoln

Festival by the Sea: August 3rd

- Ms. Marletta explained that the event runs from 10-4
- Task Force can share a table with the Select Board or have its own
- Ms. Bodmer-Turner would prefer our own
- Mr. Olney will discuss with Ms. Harrison
- Reeses PB cups and balloons

Music in the Park: July 9th

- Ms. Marletta arranged for the Task Force to have a table on the side with other sponsors
- Reeses PB cups
- Very informal
- Beatles tribute
- 7-9 p.m.

Chowder House: September 19

- Ms. Marletta reserved, but after discussion about daylight and worknight availability, all agreed to cancel but to investigate a Saturday morning in September

Groups to Visit: Fall

- Mr. Resnick suggested a list of groups to visit in the weeks leading up to Town Meeting
- Ms. Marletta will speak to Council on Aging regarding lunch
- Mr. Resnick noted that “Office Hours” are not well-attended
- Mr. Olney suggested a list of Town “influencers”
- Ms. Philbrick suggested that each subcommittee member come to our next meeting with a list of groups and influencers
- Ms. Marletta will review the Town calendar to see what groups are meeting in September and October

Updated Communication Plan

- Ms. Marletta will fine tune
- Ms. Philbrick suggested that each subcommittee member read the existing communication plan and suggest updates at next meeting

Risk to Town if Fail to Comply

- Ms. Bodmer-Turner began data collection process
- She wrote to Ms. Harrison and to Ms Melish to obtain grant information and financials
- When received, she will provide to Mr. Resnick and Mr. Federspiel

Ms. Marletta suggested another informal Forum on a Fall weeknight

Approval of Minutes: May 30, 2024 Minutes were approved. Mr. Morse made the motion, and Mr. Olney seconded. 3 in favor, 1 abstention.

Public Comment: None.

Next Meeting: Thursday, June 27, 2024 at 1:00 p.m.

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