

Minutes of the MBTA Task Force Subcommittee on Communications and Outreach

June 27, 2024

June 27, 2024 1:00 p.m. Hybrid and In-Person, Room 7, Town Hall

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

ADDITIONAL TASK FORCE MEMBERS PRESENT: Ann Harrison

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

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

Mr. Morse led a discussion regarding the need to expand outreach beyond the subcommittee members and the Task Force in order to explain the requirements of the Law, the districts we have identified, and the possible consequences of violating the Law.

- Mr. Morse suggested identifying “influencers” - a group of residents who will speak up and spread factual information to others to counteract the false and misleading information currently circulating.
- Mr. Olney suggested requesting a statement from Town Counsel.
- Ms. Harrison suggested emphasizing the consequences to Milton, including the loss of grant funding and the burden of legal expenses.
- Mr. Federspiel focused on the positive aspects of the compliance solution that the Task Force has created – how it will benefit the Town and the safeguards built in.
- Ms. Marletta observed that most residents will begin to pay attention in the Fall.
- Ms. Bodmer-Turner stressed the importance of eliciting feedback: “we’d love to hear your thoughts.”
- Ms. Harrison emphasized minimal compliance.
- Mr. Federspiel and Mr. Morse stressed “we have listened to your views.”

Ms. Harrison led a discussion of criticism she has heard and seen on social media that focuses on the fact that the proposed districts do not include the properties of Task Force members.

- Ms. Philbrick suggested that each Task Force member create a hypothetical that would illustrate how the Law’s requirements would apply to their own or a neighbor’s property. Such an illustration would show the application of the Guiding Principles, the Law, and advice provided by our consultant.
- Alternatively, the following hypothetical was discussed: “what if the Districts were spread out across all current zones. What would that look like?”
- Ms. Bodmer-Turner emphasized the map created by Mr. Smith that illustrates the development of the Town over time.

- Ms. Harrison suggested showing photos illustrating buildings that have been converted from single family homes to multifamily homes.

Ms. Marletta provided an update on current and future communication opportunities:

- Quarterly newsletter should be received by taxpayers on July 1st. The next newsletter is scheduled for October 1st.
- Music in the Park confirmed for July 9 from 6-8. Table with FAQs and candy.
- Festival by the Sea confirmed for Sat. August 3rd. Share a table with Select Board. Mr. Resnick will prepare maps of each district for foam core mounting.
- Chowder House on Thurs. Evening, September 19th. Public Forum.
- Town Common on Sat. September 7, 10-12. Public Forum.
- Ms. Harrison stated that the Select Board would reserve 30 minutes at each regular meeting for public comment on a specific topic. MBTA zoning will be featured on Monday, July 15th
- Mr. Olney suggested an informal roundtable at the Library.
- Other suggestions included Friends of Trees, Garden Club and the Rotary.
- Continued discussion of videos of each district.

Ms. Marletta provided a draft of the Updated Communication Plan.

Approval of Minutes: Minutes from June 10, 2024 were approved. Mr. Morse moved to approve, Mr. Olney seconded, and it was unanimous.

Next Meeting: Thursday, July 11, 2024 at 1:00 p.m.

Adjourn: Mr. Morse moved to adjourn, and Ms. Bodmer-Turner seconded. It was unanimous.