

## **Minutes of the MBTA Task Force Subcommittee on Communications and Outreach**

**August 15, 2024**

August 15, 2024      10:30 a.m.      In-person and virtual

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

**MEMBERS NOT PRESENT:** Gar Morse

**STAFF PRESENT:**      Tiffany Marletta, Communications Director

**Call to Order:** The meeting was called to order at 10:35 a.m.

Ms. Marletta discussed the Updated Communication and Outreach Plan:

- Members' comments included in final draft
- Mr. Olney will present to MBTA Task Force for vote on Aug. 22

Ms. Philbrick led a discussion of conversations with residents during Festival-by-the-Sea

- Display boards of districts helpful
- Most residents support proposed plan
- Need for grant information emphasized
- Property owners in/near districts supportive
- Most residents did not understand details of Law or plan
- Many residents had received inaccurate or misleading information
- Many residents interested in how other communities are approaching Law
- Ms. Philbrick will contact Mr. Hall for feedback from his conversations

Ms. Bodmer-Turner explained the status of data collection regarding impact of loss of grant funding if MBTA zoning does not pass:

- Chart provided of total grant funding over two different five-year periods
- Budgeting is done on fiscal year (July – June)
- Clarification needed from Mr. Dam and Mr. Pike

Ms. Marletta summarized upcoming engagement events:

- Manchester Women's Club: Sept. 17, noon: Ms. Philbrick and Ms. Bodmer-Turner will attend, and Ms. Philbrick will reach out to Ms. Melish
- Public Forum: Sept 21, 10-12 a.m. Town Common – Masons' possible rain location; include two Boards illustrating tables summarizing facts of districts
- Council on Aging: Sept. 24, noon: Ms. Philbrick and others will attend
- Virtual Public Forum - Oct. 2, 7 p.m. Town Hall
- Manchester Club: October 17, dinner: Mr. Olney, Mr. Morse and others
- Boosters' Carnival: October 18-20; Table on Saturday

- Large Public Forum at High School tentatively set for Oct. 24, 6:30 p.m.

Ms. Philbrick led a discussion of possible media/written outreach ideas:

- Ms. Marletta suggested two banners: footbridge, and convenience store
- Ms. Marletta will consult with Mr. Resnick re: FAQ to pinpoint status of all 177 towns
- Ms. Marletta will investigate budget for two mailings: one in September with dates, graphics, QR Code; another just prior to Fall All-Town meeting
- Next Quarterly Newsletter: Ms. Marletta will draft and circulate, comments and edits prior to next meeting.

Committee discussion of status of filming/summarizing each individual proposed district for inclusion on the Town website:

- Ms. Marletta recorded Mr. Olney and Ms. Bodmer-Turner as they walked and explained the Beach to Sea District and subdistricts. Ms. Marletta will circulate once edited.
- Ms. Philbrick and Ms. Marletta will meet on Aug. 28 at 10:00 a.m. to film the Allen to Lincoln Street District. Ms. Philbrick will circulate draft on Aug. 27.
- Mr. Morse will explain the Beaver Dam Road District in September
- Mr. Olney will solicit volunteers to be filmed on Pine/Newport Park etc, and he and Ms. Bodmer-Turner agreed to begin a draft script.
- Ms. Marletta will investigate wireless microphones
- Ms. Bodmer-Turner suggested highlighting Task Force's work in applying the Law and Guidelines as tightly as possible to Manchester

Ms. Marletta explained the new Town Website transition on September 12<sup>th</sup> and the subsequent email conversions.

**Approval of Minutes:** Minutes of the August 1st meeting were approved. Mr. Olney moved to approve, and Ms. Bodmer-Turner seconded. Passed unanimously.

**Next Meeting:** Thursday, August 29, 2024 at 10:30 a.m.

**Public Comment:** none.

**Adjourn:** The meeting was adjourned at 12:20p.m. upon motion by Mr. Olney; seconded by Ms. Bodmer-Turner; and passed unanimously.

