

DRAFT

**Dale Street Building Communications Sub-Committee
Zoom Remote Session Meeting
Meeting Date: 4/29/21- 12:00-1:00 PM**

In attendance:

Anna Mae O'Shea Brooke- member
Tim Bonfatti - member
Emily Grandstaff-Rice
Gina Gomes-Cruz
Tim Baker
Tina Soo Hoo
Tim Knight- member

Absent:

Bob Sliney - member
Tracey Rogers -member

Start: 12:07

End: 12:53

Communications Calendar Update Actions Items:

Discussion of the final dynamic version of the fact sheet with photos. We considered both horizontal and vertical versions. Tim K said that the attachments did not come through and Tim Bonfatti also said that they had not gone through. We looked at the shared screen. Discussed the different versions: timeline box vs. embedded text. Tim K asked if the warrant vote and date noted on the fact sheet was relevant for us to note. Tim Bonfatti said that the SBC would have to respond to the citizens' petition, so yes, it is relevant to note.

Town Meeting Plan:

AMO reached out to Scott McDermott to find out if it were possible to hand out flyers and /or have boards set up as in previous town meetings. AMO asked the committee if they thought this was an important effort to pursue. Tim Bonfatti said yes if allowed. Purpose of the boards is to engage and stay factual. Emily shared that they tend to keep text off boards and stick to renderings and could be used at other venues after ATM. Tim Bonfatti stated that the board should be a visual with images of the site plan, soccer fields, essentially to communicate with visuals and the fact sheet as a handout. Tim suggested that Arrowstreet and Leftfield could easily put this together and should have a draft ready by the next meeting so that we can have everything ready and approved by the May 17 Annual Town Meeting. AMO will get boards and flyers will get approved by OCPF to air on side of caution per Tim Bonfatti.

Tina Soo Hoo shared a draft image of what the campus site would look like. It takes a bit of time to orient and AMO asked if we could label the photo and Tim Knight suggested instead a before and after photo. Tina would work on it.

There is a need to drive to get more email subscribers and AMO asked Tim Baker to make a “postcard” for Facebook and he agreed to get it done the next day. AMO asked when the new website would be launched and if a new QR code would be needed for the new site, no one had the answer, so she’d follow up.

Conversation went back to the importance of emailing out the fact sheet once MQ approves it to all our channels.

Community Conversations/Forum Dates:

Goal of the “conversations” is to mimic what Stoneham and not Stoughton has been doing to engage their community: one hour, one topic. Idea is to get info about a particular topic out first and then schedule and “community conversation” to address what was released. The committee agreed that “Why Wheelock?” would be a good first topic. Gina asked who would MC, and who would be in attendance. Tim Knight reiterated that this format is not as formal as a public forum, but more informal and driven by the article we release prior. Perhaps the first one would be after Annual Town Meeting.

Approval of Minutes: Since no one could open the links and hence read the minutes prior to the meeting Tim K suggested that we table the April 1 and April 8, 2021 meeting.

Motion to adjourn the meeting was made by Tim Bonfatti and seconded by Tim Knight. All approved.