Members Present: Jay Duncan, Chair, Jerry Potts, Matt Triest, Laurel Scotti, Cynthia Greene, Mary McCarthy, Jessica Reilly, Sarah Raposa, Ex Officio
Members Absent: Teresa James, Roberta Lynch, Tom Erb, Kevin Ryder, Philip Stashenko, Sean Kay, Mike Pastore, William Harvey, Pete Peterson, Kristine Trierweiler, Ex Officio
Location: DPW conference room

Call to Order: 7:10 PM

Review and Approve Meeting Minutes from 7/25/19 – tabled

Debrief Driving Tour – Driving Tour participants were: Raposa, Reilly, Duncan, Politis, Lyon, Maxtutis, Allen, Cleveland, and Lundgren. The group used the CoA van and toured the town over two hours (civic, cross-section of residential, 40Bs, commercial/industrial, historic, open space, recreation, MSH, etc.).

Branding – Image #1 (town hall, clock, elm tree) was selected with slogan #2 (Honor Our Past, Build Our Future). Raposa will relay to graphic designer (energize image, define border like the ‘Entering Medfield’ signs). Logo finalization expected to take up to two weeks.

Public Forums, particularly #1 (date, location, purpose, format) – There will be three community events:

1. Visioning (underlying values/changes you’d like to see); Work Product: Vision & Goals (fall 2019)
2. Share findings of what was learned; Work Product: Preliminary Recommendations (early spring 2020)
3. Unveiling of Recommendations for Feedback; Work Product: Master Plan (early June 2020)

Forum #1
- Date: Sunday, October 20, 2019 5-7:30 pm.
- Location (to be confirmed): first choice: Wheelock School (Reilly to follow up with School Dept.); second choice: The Center (Raposa to follow up with Roberta Lynch).
- Format: Presentation with break out groups
- Food Donations: Potts & Scotti
- Raffle Donation: Duncan & Scotti
- Signage: Potts & Raposa
- Drivers for community events (bring a neighbor carpool)
- Child Care: Community service credits, MAP, churches, boy/girl scouts?
- Student & Youth Involvement: Politis to speak with Dr. Marsden (schools) & Pam Gardener (library programs)
- Social Media: Town & School Twitter, Town Webpage (News Flashes and email list), Pete’s Blog, Park & Rec list, Thursday packets
Community Outreach and Participation Plan –
- Prepare ‘Fun Facts about Medfield’ handout (# of scenic by-ways, # of historic districts, etc.)
- Review of ‘Questions to Consider’ handout to guide in the preparation of the Community Engagement Plan
- What would make the plan successful? Usable & implementable plan that targets all residents of Medfield.
- Messaging: “Once in a Generation Opportunity” & relay message that this is an iterative process/feedback loop
- Target Audiences: Have a presence or signage at major public events (Angel Run, Holiday Stroll, etc.) and places people gather (The Center, local restaurants, sports games, etc.)

Formation of subcommittees – tabled

Medfield Day – September 14th; Volunteer schedule

Leadership interviews – Politis to schedule and then invite committee to participate

Review of existing docs – ongoing

Upcoming Meeting Dates:
- September 26 (subcommittee assignments, public forum prep, facilitator prep)
- October 23
- November 14
- December 11

Adjournment
Motion to adjourn by Laurel, Roberta second. All in favor. Meeting Adjourned at 9:20 p.m.

Respectfully Submitted,
Sarah Raposa