

BELMONT VISION 21 IMPLEMENTATION COMMITTEE

MINUTES

MARCH 3, 2014

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Present: Paul Solomon, Interim Chair, George Durante, Doug John, Natalie Leino, Donald Mercier, Jennifer Page, Mary Power

Also Present: Andy Rojas, Board of Selectmen liaison

The meeting was convened at 7:07 p.m. by Chair Solomon

The business of the meeting proceeded as follows:

1. Minutes: The minutes of the meeting of February 10 were unanimously approved.
2. Townwide survey : Natalie Leino distributed a draft for a townwide survey for discussion. The last survey was done in 2000. The survey's purpose is to get a sense of Belmont residents' priorities and suggestions regarding different facets of life in Belmont. The results will be passed along to Town leaders and applicable departments to help inform their planning for the town.
3. The general form of the survey will be a series of questions concerning 3 goal areas found in our Vision statement : 1) Quality of Life, 2) Character of the town, and 3) Sense of community. There will be three questions for each area: 1)Importance of the particular goal area on a scale, 2) Town performance in that area on a scale, and 3) An open ended question soliciting suggestions/ideas pertaining to improvement of our efforts in that area. A ranking of areas of priority was discussed for inclusion. Demographic information will also be gathered from respondents with age groupings: 18-22, 23-34, 35-44, 45-54, 55-64, and 65+. The decision was made to delete the description of the Vision Committee and its function. We'll endeavor to minimize possibilities of biasing the survey results.
4. The means and costs of preparing and distributing the survey were discussed. Natalie distributed information on various service plans for 'Survey Monkey'. The possibility of using existing facilities of town departments such as the School Department or Town Clerk's office to print and/or distribute the survey were discussed. Placing surveys in Electric bills is a possibility. Use of a local commercial printer was discussed as a possibility. Printed surveys could be placed in prominent public buildings such as the Senior Center, Library, Town Hall, Houses of Worship.
5. The committee discussed the publicity efforts for the survey. Jennifer Page discussed the publicity campaigns developed for Meet Belmont. Areas of focus for publicity would be use of local newspapers, internet websites and forums, flyers in public areas, church bulletins, school email blasts, flyers in electric bills.

6. Importance of Board of Selectmen support for the survey was discussed, and Andy Rojas, Selectman was confident of that support.
7. A list of tasks to be done in preparation for the next committee meeting was generated:
 - 1) Jennifer will approach the School Department about possible use of their list serve for distributing the survey and potential use of the School Department's Survey Monkey account.
 - 2) Andy will talk with David Kale, Town Administrator about possible funding for the preparation and distribution of the survey.
 - 3) Mary will draft a press release about the survey.
 - 4) Natalie will work on a new draft of the survey.
 - 5) Jennifer will bring the information on the Meet Belmont publicity campaign.

The next committee meeting will be held on March 20, 2014.

The meeting was adjourned at 8:35 p.m.

Respectfully submitted,
Doug John
Secretary pro tem