

Vision 21 Implementation Committee

August 7, 2003

Notes of Meeting

(Notes accepted September 4, 2003)

Present: Victoria Haase, Meg O'Brien, Jennifer Page, Barry Winston.

Absent: Jenny Fallon, Joe Greene, Tim Higgins, Bill Hofmann, Matt Hausmann, Sara Oaklander, Paul Solomon

There being no quorum present, the meeting was held informally. These notes summarize discussion and work accomplished.

1. The meeting began at 7:15 p.m. The minutes of July 24 were set aside for approval when a quorum is present.
2. It was agreed to focus our discussion on the question of reprinting the "newcomers' booklet".
 - 2.1 Should the booklet be put on the web? The group discussed this question, with significant input from Meg, as chair of the PIC planning group. Meg told us that there is now a lot of information on the Town's web site and that, although it can grow indefinitely, access is getting slower as more information is added. The PIC is addressing aspects of this question, concerned that links and navigation on the town website are poor and concerned about speed of transactions. We raised possibilities of developing an "electronic version" of the booklet, using links to existing information from something like a table of contents, rather than adding the entire booklet to the web site. We agreed to hold these possibilities in mind for now and to focus on the printed version.
 - 2.2 History of Print Version: We reviewed our costs and quantities from last year. We printed 5000 copies, charging each of nine realtors the sum of \$250. Each realtor received one carton of 300 copies. Sue Pizzi has told Jennifer that the realtors all have many booklets left; Jennifer and Joe Greene determined that the Town departments (except the Senior Center) are just about out – especially low are the School Department, the Town Clerk's Office, the Library, and the Recreation Department.
 - 2.3 Print a new edition? We discussed if we should. It seems that the booklets having moved well from the town departments and they are asking for new supply. Further, many phone numbers have changed as Town Departments are moved to new locations. Also, we've had good suggestions for modification and would like to update. We agreed that it should be a goal to print a new or revised edition.
 - 2.4 Funding for next printing: Although seeking funding from one or more banks is an alternative, we agreed that first we would like to approach the realtors once more. Barry will contact Sue Pizzi for the names and phone numbers of the contact people at the real estate companies and will seek her advice regarding approaching them again.

We will then solicit feedback from the realtors about the booklet, ask how many they have left, let them know we will be reprinting the booklet, determine their receptivity to financing the project again. Barry, Victoria, and Jennifer will make these contact calls.

2.4 Questions to ask the realtors in the contact calls:

1. Did you find the booklet useful?
2. How was the booklet used by the firm?
3. Did your agents distribute it?
4. Of the original 300, approximately how many are left?
5. Did customers seem to value the booklet?
6. Did the booklet provide useful information?
7. Are there suggestions for improvement? Additions? Deletions?
8. We are moving toward another printing. Because of the relocation of school and town offices, many phone numbers have changed. And there are other modifications we will be making as well. Will you want to consider supporting a second printing?

2.5 Print/Cost factors: One realtor has died, bringing us down to eight possible realtors. To address this, we have three options: to lower the quantity of booklets printed, or raise the amount requested from each realtor, or find ways to lower the production cost. Can we find ways to cut the costs? Certainly the cost-free labor at Minute Man is better than rock-bottom, but the binding (stapling and folding) seemed high. Jennifer and Victoria will seek comparison bids from other binders and will let Barry know the outcome.

2.6 Possible proposal to realtors: We will print a smaller quantity because (a) most residents already have the booklet and it won't seem like a "new" item to grab; (b) the realtors still have a lot left, so we probably printed too many. Printing fewer, we will offer to give each realtor 100, with the promise that they can have more when that amount runs out. After 6 months, we would check to see how their supply is lasting. No decision was made regarding this proposal, but we rather liked it.

Notes by Jennifer Page