

BELMONT VISION 21 IMPLEMENTATION COMMITTEE

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MINUTES

MAY 21 8 56 AM '14

APRIL 17, 2014

Approved, 5/15/14

PRESENT: Paul Solomon, Interim Chair, George Durante, Douglas John, Donald Mercier, Jennifer Page.

The meeting was convened at 7:05 in the Flett Room of the Belmont Public Library.

1. APPROVAL OF MARCH 20, 2014 MINUTES

MOTION TO APPROVE THE MINUTES OF THE MEETING OF MARCH 20, 2014 MADE BY J PAGE, SECONDED BY D JOHN AND APPROVED UNANIMOUSLY.

2. UPDATES

a.) Final version of survey - approval

The committee reviewed both the digital and hard copy versions of the survey and recommended that the following changes be made: The removal of "voting precinct 9" and "NA" from question number 17 of the survey. D Mercier expressed his interest in adding the contact information of the City Clerk so that respondents may inquire about their voting precinct if it was unknown. P Solomon called for a vote to retain the survey's current structure with the removal of "voting precinct 9" and "NA" on question 17. The Committee voted 4 to 1 in favor of this action.

MOTION TO APPROVE THE 2014 TOWN-WIDE SURVEY PENDING THE CORRECTIONS TO QUESTION 17 MADE BY G DURANTE, SECONDED BY D JOHN AND APPROVED UNANIMOUSLY.

b.) Light department

J Page reached out to the Light Department in an effort to determine if a link to the survey could be included on the monthly electric bill. She was told that the spot is taken for May, at which point J Page inquired about securing a space on June's bill, but has not received a reply. She will continue to follow up and contact Jim Palmer, General Manager of Light Department, if it becomes necessary.

c.) Press release

M Powers' draft of the press release was reviewed for changes. J Page recommended that the first sentence read as follows: "The Town of Belmont's Vision 21 Implementation Committee (VIC) announces today that through a town-wide survey, it is reaching out to engage all members of the community in setting priorities and identifying ways to fulfill the Town's vision."

An additional sentence will be added at the end of the first paragraph, which will provide a brief background of VIC and examples of the Committee's past accomplishments. J Page will send this addition to G Durante to enter into the draft of the press release.

It was determined that the Vision Statement will be eliminated from the end of the press release and replaced with a link to the Vision. The text box that was left for background information about VIC at the end of the press release will be removed.

G Durante will make the proposed changes and send a revised press release to P Solomon.

d.) Town Meeting

P Solomon reported that Town Clerk has agreed to distribute a letter to inform Town Meeting Members about the survey in the beginning of May. P Solomon also asked the Town Moderator if VIC could host a table outside of Town Meeting, as well as if the Moderator could read a prepared script regarding the survey in Town Meeting. The Moderator replied "yes and yes" to both questions. A table must be arranged for Town Meeting on May 5th. P Solomon will contact the town clerk regarding this. A link, along with a brief description of the survey, will be distributed on a half page with the same content as the proposed Town Day flyer. G Durante and P Solomon will collaborate to prepare the content for the flyer.

e.) Town Day

It was suggested last meeting that VIC would have a table at Town Day with iPads and flyers for the survey. A discussion ensued about how to procure the iPads or laptops. D Mercier mentioned that the public schools may be a resource. J Page inquired about how many Committee members would be available that day. P Solomon asked J Page to send out an email request to see which VIC members were available. It was determined that a quarter sized sheet with the link for the survey and the Meet Belmont flyer would be distributed at the table instead of using iPads. Ten or more hard copies of the survey will also be available at the table. J Page will create Meet Belmont text and P Solomon and G Durante will work on developing content for the survey quarter sheet flyer. G Durante will send J Page the flyer in a format that includes four to a page, as well as a version with two per page for the half page Town Meeting handout. J Page will have the handouts printed and cut.

f.) Survey publicity and distribution/timeline

Distribution of the press release will be sent to the Belmontonian, Citizen Herald, Patch, Belmont Media Center, as well as a link to the survey that will be included on the Town's website. A deadline of May 1st was set to have all of the assigned tasks completed, the press release distributed, and the survey launched.

3. TASKS TO BE ASSIGNED

a.) Draft flyers and emails

G Durante and Paul Solomon will coordinate to draft versions of the flyers and emails.

b.) Format copy of the survey

G Durante will format the hard copy of the survey with a particular emphasis on leaving an appropriate amount of space for the open-ended questions.

c.) Publicity and distribution: town buildings, print and electronic media, etc.

George will create a PowerPoint slide for the survey to send to the Belmont Media Center. P Solomon will send Jeff Hansell's contact information to G Durante.

J Page will ask Dr. Kingston about leaving quarter page or half page flyers in the school offices. D John will ask his wife, a high school physics teacher, about the logistics of seeing if students can take the survey in homeroom.

It was decided that 20 surveys would be produced for each of the locations (Library, Senior Center, Clerk's Office)

4. GOALS FOR NEXT MEETING

All tasks discussed in this meeting are to be implemented and final provisions for Meet Belmont will be reviewed.

5. OTHER BUSINESS

The possibility of changing the VIC meeting schedule during the summer months was considered for further discussion.

6. NEXT MEETING

May 15th, 2014, 7:00 PM, Flett Room, Library

7. ADJOURN

The meeting was adjourned at 8:56 PM

Respectfully submitted,
George Durante
Secretary pro tem