

Vision 21 Implementation Committee 2014 JUN 23 AM 9:06
Minutes, May 15, 2014

Approved, June 19, 2014

Present: Paul Solomon, Interim Chair; George Durante, Natalie Leino, Jennifer Page, Mary Power

The meeting was convened by Mr. Solomon at 7:08 p.m. in the Flett Room of the Belmont Public Library.

1. Approval of Minutes of April 17, 2014

Moved and seconded to accept the minutes of the April 17 meeting. The vote to accept was unanimous, with Ms Leino and Ms Power abstaining, both of whom had not been present at the April 17 meeting.

2. Updates on the Survey

2.1 Changes to survey text: Mr. Durante and Ms Page described changes to both the on-line version and the hard copy: the addition of an open-ended question at the end of the survey and a slight revision to the numbering of questions on the hard copy. The re-numbering serves to align the numbering of questions on the hard copy with that of the on-line version. A sample of the revised hard-copy version was circulated. Ms. Page has replaced the old copies with revised copies at hard-copy locations.

2.2 Publicity and promotion:

- Responsibility for text of various announcements and flyers was shared by Mr. Durante, Mr. Solomon, and Ms Page.
- “Displays” are located in the Library, the Beech St. Center, the offices of Town Clerk and Board of Selectmen. Each “display” includes an upright informational announcement and a box with the blank surveys; most also include a box for the completed surveys.
- The Light Department will include a “message” about the survey in its May bill.
- Town Meeting Members received three reminders about the survey: a letter about the survey was included in their information packets; Mr. Solomon, aided by Mr. Durante, Mr. John, and Ms Power distributed flyers to TMMs

as they entered the High School for Town meeting and Moderator Widmer made a brief statement about the survey at the beginning of Town Meeting. The Citizen Herald and the Belmontonian both printed the press-release about the survey. Mr. John and Ms Page met with High School principal Mr. Richards to propose that Mr. Richards send out the survey information to all students and parents at the school. Mr. Richards is agreeable and will do it.

2.3 Mr. Durante reported: he contacted Jeff Hansel of Belmont Media and has designed a series of slides about the survey; it will be shown on cable t.v.

2.4 Additional steps to be taken

- Contact all parents? Ms Page will inquire of Schools Superintendent Kingston if we might contact other school principals, or if he might do so on our behalf, to send a letter through the PTO or to parents via the principals, telling them of the survey. (Ms. Page to follow up.) Ms Power to check on school-wide web link.
- Distribute small quantities of ¼ - page flyers to Town offices that have counters or windows, for the public to pick up. These will be identical to the flyers to be distributed at Town Day. (Ms Page to follow up.)
- Send survey information to CommonPlace, the web-based information site. (Ms Power to follow up.)

3. Town Day, Update:

3.1 Change of date:

Town Day, scheduled for May 17, is postponed to Saturday, May 31 due to heavy rain projected. The purpose of VIC participation is to distribute two flyers, one advertising the survey and the other advertising Meet Belmont. For the most part, VIC volunteers will be walking in the street, approaching people strolling at Town Day and offering them flyers. Some hard copies of the survey will be available at our table, should people wish to fill it out on the spot.

3.2 Resulting change of schedule for volunteers.

Members present were polled for their availability on May 31; the revised

schedule so far includes:

9 – 10 Mr. Durante

9 – 11 Ms Power

1 – 3 Ms Leino

Ms Page will contact Mr. John and Mr. Mercier to determine their availability to help; she will coordinate, bring the flyers and hard copies of survey.

4. Meet Belmont (Ms Page reporting):

4.1 Sara Oaklander (former member of VIC) and Ms Page will again share leadership responsibility for organizing Meet Belmont.

4.2 Standard preliminary steps have been taken:

- Confirmation of date (Tuesday, August 26) and location (Chenery School); approval by Health Department; Police detail arranged; exhibitors all notified of date, time, place.
- Beginning steps for publicity, including space reserved with Light Department for July newsletter and August bill announcement.
- Flyers have been developed in three sizes for distribution at Town Day, town and school offices, kindergarten registration, public postings, etc.
- Large sandwich boards and Town locations reserved for week leading up to event.

4.3 A planning meeting:

Scheduled for “regular” volunteers: Thursday, June 26, Flett Room, Library; 7:00 – 8:30 p.m. All VIC members welcome.

4.4 Candidates and ballot questions:

Discussion is under way regarding how to include these political interest groups without overwhelming the event. (Will probably be a modification of the arrangements in 2012.)

4.5 Other p.r. and organizing steps to be taken:

- Contact real estate companies;
- Other major venues: large sign at Farmers’ Market; postings with Media Center;
- Press releases and announcements, articles in newspapers and on-line;
- Hope to meet with Department Heads for feedback, suggestions;
- Police electronic board; Car Wash sign.
- Post cards to be sent to new home owners (and new renters as we can reach them);
- Develop permanent signage for interior of Chenery space.

5. Succession/ Leadership/ Chair of Vision Implementation Committee

– Mr. Solomon, reporting

5.1 Background: Paul Solomon has served as Interim Chair since December, 2013, following the departure of chair Tim Bowman. In discussion with the Board of Selectmen, Mr. Solomon offered to be interim chair until new members had been appointed and were well-oriented to the Committee. Membership now stands at 7 with two remaining vacancies. With the appointment and “orientation” of our three new members, Mr. Solomon is ready to step down as interim chair.

5.2 Strategy for succession: Mr. Solomon has contacted each member of the Committee, raising the question of succession of chair, inviting each person to indicate if they were interested in the role, asking for suggestions about who might take on the position. Two members were interested in the position: Natalie Leino and George Durante.

5.3 Next Steps: Mr. Solomon informed Ms Leino and Mr. Durante that they had both expressed interest and proposed to them that they work out a plan for leadership. They informed Mr. Solomon of their proposal: that Mr. Durante would stand for chair for one year; and during that time, Ms. Leino serve as Vice Chair. Mr. Solomon informed the other members present of this proposal. Discussion revealed immediate approval of this plan.

5.4 Implementing the leadership proposal: Mr. Solomon suggested that the Committee officially create the role of Vice Chair as a first step to implementing the leadership plan. It was moved and seconded to establish the position of Vice Chair for the Vision Implementation Committee. The vote was unanimously in favor of the motion, 5 -0.

5.5 Next steps: At our June meeting, Mr. Durante will be nominated for chair, and Ms Leino for Vice Chair, and the election will be held.

Note to members: If you cannot attend the June meeting, JUNE 19, please let Mr. Solomon know immediately. It will be essential to have a quorum! (Ms Page will be unable to attend.)

6. Next meeting of Vision Committee: June 19, 2014 – Flett Room, Library

6.1: Goals for June meeting will include:

- * Elect Chair and Vice Chair
- * Establish time line for survey
- * Update on Meet Belmont

7. Tentative Meeting dates for summer:

Thursday, July 17

Thursday, August 21

8. Adjournment: The meeting was adjourned at 8:16.

Respectfully submitted,

Jennifer Page,
Secretary Pro Tem