

Vision Implementation Committee

Meeting Minutes

2017 FEB 27 PM 2:18

November 22, 2016

Natalie Leino called the meeting to order at 7:05pm on November 22, 2016 in Conference Room 4 of Belmont Town Hall.

Present: Natalie Leino, Chair, Allen Barbroudi, Vice Chair, Kevin Dorn, Perry Haynesworth, Doug John, Mary Power, Carol Trager. Not in Attendance: Jennifer Page, Andy Porter.

MINUTES

Minutes of the October 2016 meeting were unanimously approved.

COMMITTEE PROJECTS

Podcasts

Natalie and Kevin reported that the first podcast interview with another committee will be recorded on November 28 with Roger Colton from the Energy Committee as the guest. The interviews previously scheduled for recording were postponed to a later date. Kevin has worked out a schedule for many interviews over the coming months. The December podcasts will be with Ann Marie Mahoney of the Capital Budget Committee and Larry MacDonald and Dana Miller of the Traffic Advisory Committee.

A discussion was held about the appropriate length of the podcasts, 15 minutes vs. 30 minutes. The committee agreed that a shorter length might be better for holding the attention of listeners. We also discussed the value of a predetermined set of questions for the interviews as opposed to a free flowing format. A consensus was reached that the purposes of the podcast series were to introduce the various committees and their work as well as their responses to our committee's survey report.

Promotion of the Podcast series was discussed. It was suggested that the committee pursue the possibility of posting a link on the Town of Belmont website. Carol showed the committee a graphic for MEET BELMONT programs which met with hearty approval of the members.

MEET BELMONT

Talk of the Town

We now have four confirmed speakers who will make 12-15 minute presentations for the March 21, 2017 program at Chenery Middle School auditorium:

Alfie Kohn, researcher and author on Intrinsic Rewards as they apply to human development, parenting and education,

Rupal Patel from Northeastern University who works with voice donors to create personalized voice technology for those who can't speak on their own,

Elissa Ely, a physician, writer, and commentator on mental health issues,

Clayton Christensen, Business School professor and developer of the concept of disruptive innovation.

The need for co-sponsors was discussed and it was felt that the best organizations to approach might be the School Department and the Council on Aging, since they would provide access to a wide range of residents who would be possible attendees at the event. This would assist in the marketing of the event by using the School Department email system to inform the families of students about the event. Flyers would be prepared for display and distribution at the Senior Center. Seats could also be reserved for seniors. Other possible pieces of the marketing program could include placing the event on various Town and School calendars as well as contacting the Town Committees and Departments and exhibitors from the MEET BELMONT Community Information Fair with event information.

The challenge of providing efficient seating reservations and avoiding 'phantom' ticket holders was noted. It was decided that Jackie Neel, organizer of a very successful community event featuring Nicholas Kristoff should be asked for her advice on the subject. The use of an RSVP system such as Eventbrite or similar program was seen as very helpful.

It was decided that an outside moderator for the program would be approached and the Committee agreed that Mary Richardson would be contacted to take that role.

Allen brought up the need for a letter of understanding between the Committee and the speakers to provide for agreement on expectations of all parties involved in the event.

The Committee decided that the speakers should be contacted for information concerning the topic and length of their presentation, preferences for their introductions, audiovisual equipment needs, taking questions, and possible book signings.

It was felt that providing refreshments might add unneeded complexity to the event. Possible thank you gestures were brought up. Donating signed books by each speaker to the Belmont Public Library had much support.

Community Information Fair

The Committee discussed the need for all members to have a good understanding of the workings of the event, in order to be able to participate and take responsibility for aspects of preparation for and holding this annual event.

OTHER BUSINESS

Natalie reported a positive response from Selectmen Chair Mark Paolillo on the topic of having a liaison from the Selectmen to our Committee.

ACTION ITEMS BEFORE NEXT MEETING

Perry will research online registration programs for the Talk of the Town event.

Doug will contact Jackie Neel for advice from her experiences staging the Kristoff event.

Mary will contact Mary Richardson about moderating the program.

Carol, Mary, and Doug will contact the speakers concerning their presentations and preferences/needs for A/V, questions, etc.

Talk of the Town subcommittee will work on marketing aspects for the event as well as a letter of

understanding for the speakers.

Natalie will gather MEET BELMONT-Community Information Fair material to share with Committee members.

NEXT MEETING

The next meeting will be held on December 20 from 7-9 pm.

Meeting adjourned at 8:52pm

Respectfully submitted,

Doug John