

BELMONT VISION 21 IMPLEMENTATION COMMITTEE (VIC)

JANUARY 24, 2017 MEETING

2017 JUN 21 AM 10:15

CALL TO ORDER: Natalie Leino called the meeting to order at 7:10 PM in Conference Room 4 of the Belmont Town Hall.

Present: Natalie Leino, Chair; Kevin Dorn, Doug John, Jennifer Page, Mary Power

Not in Attendance: Allen Babroudi, Perry Haynesworth, Carol Trager

APPROVAL OF MINUTES: The minutes of the December 20, 2016 meeting were unanimously approved.

PODCAST SERIES UPDATE: Natalie reported that VIC hosted two more successful podcast recordings in January, to bring the total podcast count to four. January recordings included interviews with the Capital Budget Committee and the School Committee. It was noted that our February podcast recording session is set with the Warrant Committee and Traffic Committee. The VIC Committee discussed lessons learned from previous podcasts and how to incorporate those into our process moving forward.

The group discussed how we will publicize the podcasts, now that we have a critical mass of interviews posted online. The following ideas were tabled for consideration: (1) website links – to the VIC Facebook site and to the Town of Belmont website, (2) developing a single-sheet flyer which could be posted in the Selectman's office, (3) linking the podcast website url on other VIC/Meet Belmont activities – like mentioning the podcast in advertisements for Talk of the Town and the Community Information Fair, and (4) asking the Committee Chairs whom we have interviewed for their feedback on how to promote their individual podcasts.

Other issues discussed included: (1) Inviting Selectman Paolillo to be interviewed on an upcoming podcast, perhaps in March or April; Natalie will reach out to coordinate the invitation, (2) whether we should play a role in interviewing new candidates for Selectman. We decided not to pursue this idea because there are already existing outlets to showcase candidate positions and qualifications.

TALK OF THE TOWN UPDATE: Mary Power provided the overview of recent planning developments and noted that Carol Trager has made significant process in leading planning activities for the event since our last meeting. Highlights of our discussion:

- *Publicity:* marketing activities have begun- Town of Belmont emailed Talk of the Town advertisement to all the Committee members. Additional publicity activities will be launched in the coming days.
- *RSVPs:* The Planning Team have received 88 RSVPs so far, with the unofficial count being closer to 100. The Team will need a steady effort from all Committee members to reach as close to the 600-person capacity of the auditorium as possible.
- *Sponsorship / Expected Incurred Costs:* The Foundation for Belmont Education expressed support for our event but declined to be the sponsor as the event does not align with their charter. We expect \$750-1,000 in expenses including policy detail, custodial work, etc. We decided that Natalie would get on the agenda of the next Board of Selectmen meeting to promote the event and determine whether the Town would be willing to cover any of the costs.

- *Book Signings:* The new Belmont Bookstore declined our offer for them to lead the book signing activities given the event coincides with the month of their launch but Porter Square Books is interested in playing this role. The Committee decided that there is value in having a book signing as part of the event and we will pursue this option further by approaching the speakers to determine their interest. If they are amenable, we will notify Porter Square Books that they can lead this effort.
- *Volunteers:* The Committee intends to use a number of high school volunteers to support the event in the role of ushers, handing out programs, post-event clean-up, etc. The Committee decided to ask for 8 volunteers to support with a preference to older high school students (juniors/seniors), as the event will be more appealing to them than a younger audience. We will ask volunteers to arrive at least 30 minutes early and stay after the event; in return, volunteers will get the opportunity for a meet-and-greet with speakers. Kevin Dorn and Doug John agreed to support the event in the role of house manager.
- *Pre-Event Meeting of Speakers:* One of the speakers expressed interest in meeting with the other speakers one to two weeks prior to the event to coordinate our activities. The Committee agreed to pursue this activity.
- *Speaker Program:* The Committee discussed the order of speaking at the event between VIC Committee Chair, Town Selectman Chair (if available), Event Moderator and the individual speakers.

DISCUSSION OF OTHER POTENTIAL PROJECTS: Jennifer Page led a discussion on how the Belmont Vision was developed. She then outlined the history of VIC activities and how they align to each individual bullet in the Common Goals section of the Belmont Town Vision. Using this as a baseline for where future activities might be focused, the Committee brainstormed some ideas for new activities to be launched by the Committee. These included:

- Welcoming newcomers – Discussion around whether the Town is meeting the needs of different communities such as the growing Chinese community in Belmont and how VIC might be able to facilitate this.
- Diversity – Discussion of outreach to other segments of the population including Senior Citizens, racial minorities and ensuring inclusion amongst people across the strata of economic means.
- Matchmaking between members of the community of Senior Citizens and Families (particularly those with young children).

The Committee concluded this discussion by encouraging committee members interested in championing a new project to flesh out one of these ideas and table it forward to the group at a future committee meeting.

NEXT MEETING: The next meeting of the VIC will be held on Monday, 27 February 2017 at 7pm.

Respectfully submitted,

Mary Power

Secretary Pro Tempore