

Communication Committee Meeting Minutes - March 16, 2016

SHS Room B208 7:30 pm

1. Attendees: Amy Dragani, Jennifer Nisbet, Amy Sessler Powell, Diane O'Brien, and Naomi Dreeben, Board of Selectmen Liaison (Absent: Glenn Paster)

2. Approved minutes of 3/2/16 Meeting

3. Discussed initial project: summarize three primary articles of importance on May 2016 Annual Town Meeting warrant:

- a) FY 2017 Town Budget - Amy Dragani**
- b) FY 2017 Capital Improvement Budget - Jennifer Nisbet**
- c) Machon School reuse plan - Amy Powell**

4. Guidelines for writing these three summaries:

- tone must be factual and neutral - no opinion
- maximum length = 1 side of 1 page each
- information can be gathered from Town Administrator (Tom Younger), Chair of Capital Improvement Committee (Dan Eccles), Finance Committee Chair (Linso Vanderberg), and Community Development Director (Pete Kane)
- Writers will post draft on Google docs for fellow Committee members and Town Administrator to review. **Amy Powell will set up a Google group.**

- **Deadline for first draft, posted on Google docs: Weds, 3/23**
- **Deadline for completion of peer reviews: Weds, 3/30**

5. Communication Distribution

- Naomi has begun identifying sources of resident email lists (Town Recreation, Clerk, IT, School, Police departments)
- **Naomi will coordinate with Glenn the collection and assembly of these lists**
- Schools require that parents have opportunity to opt-out on emails, and offered to forward letter from Town

6. Planning Future projects - brainstormed additional issues that need to be communicated to residents:

- upcoming: School district visioning and building
- **Swampscott taxes - the real story (rates steady or down for 3 years, etc) - Amy Powell (Press Release)**

7. Committee Elections:

Amy Powell and Jennifer Nisbet were elected Committee Co-Chairs.

8. Next meeting: Weds, 3/30 7:00 pm

9. Meeting adjourned 8:30 pm

Submitted by Naomi Dreeben, 3/20/16