

22-September-2010 Acton 2020 Committee meeting minutes

**Committee Attendees:** Margaret Woolley Busse (chair), Susan Benson, Jim Snyder-Grant (minutes-taker), Celia Kent, Sahana Purohit, Bill Marathias.

**Town of Acton Staff:** Kristin Alexander, Roland Bartl.

**Observer:** Dimitri Papathanasariou.

**Finance Committee rep:** Clint Seward

Clint Seward was introduced as the rep from FinCom.

Sahana moved to accept the 8-Sep-2010 minutes. Sue seconded. Passed unanimously.

Reviewed letter going to all boards and committees, and the letter to Acton residents. Minor typos and formatting errors noted & corrected & sent on to Jim for last-minute corrections. Boards & Committees letter goes to Kristin. Residents letter goes to committee members to be forwarded on.

We discussed a subject line for the emails we will send out. We agreed on "Get Involved in Planning Acton's Future".

Briefly looked at website, decided to tone down colors on "save the date" box.

Looked at contacts list, imported in to Google Docs, started adding emails and adding committee contact names.

Discussed flyers for school backpacks and elsewhere. Notes from last time say PC will create a flyer. Margaret to email Daphne to ask about flyer. Each school contact will take care of distribution by email or paper. Dimitri will work on design of flyers, of various sizes perhaps. Content based from letter, visual elements from website, and charts & photos from Sahana. First target for flyers will be 2-Oct – West Acton Oktoberfest (Clint and Jim can cover, help very welcome.). Next target is Special Town Meeting 12-Oct, then possibly 17-Oct Acton Boxboro Farmers Market – Jim to investigate availability of community table for that date.

Verified that we missed the deadline for the recent Municipal Quarterly.

Town staff can take care of printing a few posters if we provide the design file. Note: there is no budget for a town-wide mailing.

Discussed pros & cons of other means to publicize 20-Oct workshop and general Acton 2020 work. Sandwich boards? Word of mouth? Transfer station? Cable TV? To be discussed more at our next meeting. Kristin or Roland to look in to changing small banners & big banners. And Kristin will ask building department about time slots for banners. What about blinky boards? Town staff can set that up for the week of the 20-Oct event.

Another targeted email closer to the event.

Committee members: keep track of when you send emails & what emails are used. Later, we will figure out how to get all this tracked in one the Google Docs spreadsheets.

Facilitators: We found and reviewed the list of potential facilitators. Sue will contact them and ask if they are willing and able to serve again.

Food and food donors – It was recommended that Margaret contact Leigh Davis-Honn who did this last time. Won't need as much food this time. Prizes? We have the list from last time. Event starts at 6:30. We have access at 5:30 PM. One hour to set up. Committee and PC to do set-up. Student's work from phase I can be displayed. We may be able to use engineering or rec van to move stuff that day – staff to pursue. Town staff to look in to transportation options for people with mobility problems. Kristin to look in to getting publicity at the senior center.

Backpack target date – Friday 8-Oct.  
School emails – can be repeated.

8-Oct is deadline for Beacon. Margaret to call the Beacon. A short paragraph for Action Unlimited – Jim to write. Dean will contact cable and get something on there. Staff will look in to Globe West calender. Jim will write blog entry for Acton Forum.

Next meeting is Wed 6-Oct.

Adjourned 9:25 PM.

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