



**Acton 2020 Committee
Agenda
May 25, 2011 – 7:00 PM
Acton Town Hall, 204**

- I. Approve minutes from 5-11-11 (5 min)
- II. Update on blog—(10 min)
 - a. Comments
 - b. Patch/Acton Forum/Beacon Follow-up
 - c. New posts
- III. Agree on publicity (60 min)
 - a. Update on video
 - i. Brainstorm where we can post it
 1. Quicklink on town website
 2. Email groups
 3. Acton 2020 website
 4. Beacon/Acton Forum/Patch
 5. Acton Cable
 - b. Specific group email outreach
 - i. Groups
 1. Neighborhood email lists
 2. Individual email lists
 - ii. Follow-up on contacts already made
 - iii. Agree on who's emailing whom/what
 - c. Signs/blinkie board/Banner
 - d. Live/Paper outreach
 - i. Booths
 1. Report on Relay for Life and Mayfair
 2. Update on library booth idea/times & dates
 - ii. Acton Chinese Schools
 - iii. Flyers for schools (report on School committee meeting)
 - iv. Send out postcards to everyone in town?
 - e. Timeline for all of this
 - IV. June 23rd meeting (90 min)
 - a. Discuss and confirm alternatives (45 min)
 - b. Confirm process/meeting format (45 min)