



**Acton 2020 Committee  
Board of Selectman  
Agenda  
January 18th 2012 – 7:00 PM  
Acton Senior Center  
50 Audubon Drive**

- I. Approve minutes from 11-2-11 and 1-11-12 meetings (15 min)
- II. Agree on warrant item for Town Meeting (20 min)
- III. Confirm finalized Executive Summary (20 min)
- IV. Report on Planning Board meeting (10 min)
- V. Determine publicity strategy (90 min)
  - a. Publicity goals:
    - i. Inform as many people in town as possible about the 2020 plan
    - ii. Have the plan pass at Town Meeting
      1. Get supporters out to Town Meeting
      2. Understand biggest concerns and determine best ways to address them
  - b. List major constituencies and brainstorm best way to connect with them/inform them
  - c. Review committees to contact with information on Exec Summary, full plan, final meeting, etc.
  - d. Agree on communication tools/methods
    - i. Verbal “elevator speech”
    - ii. 1-pager quick sheet
    - iii. Website—blog posts, home page, events page, and how can we best drive traffic to website
    - iv. Email communication
    - v. Signage
    - vi. Acton TV
  - e. Publicity timeline
    - i. How much do we focus on March 6 meeting vs. Town meeting?
    - ii. Deadline for committee contacting
    - iii. Deadline for emailing other groups
    - iv. Other deadlines for signage, Acton TV, website
- VI. Next steps (5 min)
  - a. FinCom meeting January 24th
  - b. Review your goal’s implementation strategies/action steps for 1) lead responsible committee; 2) if “ripe;” 3) phasing/timeline, where applicable—in preparation for January 25<sup>th</sup> meeting