

R E C E I V E D
APR 18 2013

Acton 2020 Committee

TOWN CLERK, ACTON

03/27/13 7pm - Acton Town Hall Room 204

Attendees: Margaret Woolley Busse, Roland Bartl, Celia Kent, Michael Shailer, Kristen Domurad-Guichard, Kat Hudson, John Sonner (late coming)

Minutes Taker: Kat Hudson

ACTION ITEMS:

1. Kat to post Town Mtg Event on Facebook. Kelley Green idea for flair.
2. Kat/Committee to encourage more "likes" on Facebook.
3. Kat to write KC advocacy email for Committee to use for personal network emails. (Celia to email Kat her Letter to Editor)
4. Mike to update blog, get Jim Snyder-Grant permissions.
5. Roland to follow-up with Jim Snyder-Grant for speaking at Town Mtg.
6. John to follow-up with Franny Osmond as speaker for Town Mtg
7. Kat to follow-up with "maybe" speakers she is responsible for.
8. Kristen to make large table sign for Town Mtg info table.
9. Committee Members to man table at Town Mtg 6:15ish (Kat, Celia and Mike potentials)
10. Kristen to edit Town Mtg Hand-Out
11. Kristen to update Town Mtg Presentation/Slides
12. Charlie to send new slides to Kristen/Roland
13. Committee to email John "closing comments" ideas for the slide that brings it home at end.
14. Take-over Margaret's duties... put together agenda for next meeting, etc.
15. Outreach to Eric Solomon and Bonnie Nothern as new Committee Members

NOTES

Minutes from previous meeting approved. Mike made motion, Celia 2nd.

I. FINAL OUTREACH STRATEGY BEFORE TOWN MTG

SPEAKERS FOR TOWN MTG

Margaret follow-up: Lauren yes, Bonnie, yes (she is also interested in Committee work), Jeff Climber, yes, Sahana, yes, Jim Snyder Grant, yes (contingent upon the TDR correlation).

Kat's follow-up - Sam Valente-Phillips (maybe, scheduling issues), Andy Brockaway (maybe, scheduling issues), Chris Starr (yes), Tom Michaelman (never replied) Jason Brady (never replied).

John's follow-up - Franny Osmond - needs to follow-up still. Ann Chang (Margaret said this is covered).

(TDR Discussion arose regarding Jim Snyder Grant's concerns about it being omitted from Town Mtg article. Committee feeling as though it needs to be included in the presentation in some way but without it being something that feels like it's being thrown in out of blue. Revisit later in meeting.)

TALKING POINTS FOR SPEAKERS

- **Tax Revenue:** Chris Starr
- **Potential for Further Investments:** Chris Starr
- **Infrastructure Repair Over-Due (regardless of potential grant money):** Jeff Climber
- **Neighbor/Part of Process/Not Afraid of Change:** Bonnie Nothern
- **School Tie-In and Community Feedback Heard During 2020 Work:** Sahana
- **Well Structured Plan & Small Investment:** Andy Brockaway
- **Traffic:** Can not identify technical speaker for this. John would have to really speak to this - that part of this vision for Kelley's Corner is how to improve the traffic situation.
- **People Want to Move Forward and We Don't Have Plan:** Lauren
- **Move for Vote:** Ann Chang

DISCUSSION OF ALLEN NITSCHHELM CONCERNS VOICED TO MARGARET

Allen asked Margaret to include a link in her 2020 communications to his blog outlining opposing views for the Kelley's Corner initiative. He said it's the moral thing to do. He was concerned that email sent out was encouraging a yes vote and that was not right. Committee had discussion to figure out some way that seemed reasonable for Allen to get his views out to 2020 community. Committee thought that having a link to Allen's blog (or any non-2020 info) in the 2020 email distribution list just did not make sense and was not something we would be obligated to do. Resolved to include link to 2020 blog in future Town Mtg email communications where Allen could also blog his viewpoints.

ADVOCACY EMAIL TO RESIDENTS

Margaret asked if Kat would write it. Kat to do.

Kat also suggested doing a Kelly Green @ town meeting campaign - asking people to wear Kelly Green, sit together at mtg in support of KC initiative.

II. REVIEW OF TOWN MTG HAND-OUT

- a few minor edits and tweaks.
- concern about the MassWorks Grant language addressed
- reduce overall copy simplify to look more like Forum invite cover
- Include more visually pleasing pictures

III. REVIEW OF TOWN MTG SLIDES/PRESENTATION

- Put slide 7 before 6 - vision before opps slide
- Planning process slide simplified per Charlie's new slide
- "What Happens" slide simplified per Charlie's proposal and new slide images
- Add TDR slide
- Kristen to work-up edits

IV. Discussion of New Chair for 2020

- Committee should vote on new Chair at next meeting.
- Outreach to Eric Solomon and Bonnie Nothern as new Committee Members.