



**Acton 2020 Committee
Board of Selectman
Agenda
January 11th 2012 – 7:00 PM
Acton Senior Center
50 Audubon Drive**

- I. Approve minutes from 10-19-11, 11-2-11, and 1-4-12 meetings (15 min)
- II. Agree on warrant item for Town Meeting (15 min)
- III. Finalize Executive Summary (30 min)
 - a. Need new name for plan concept
 - b. Need to insert graphic illustrating how the main components of the plan concept relate to and reinforce each other
- IV. Review committee calendar/project countdown (15 min)
 - a. Acton 2020 meetings & proposed project countdown
 - b. Other committee meetings
 - i. Planning Board Jan 17th
 - ii. FinCom—Jan 24th
 - iii. Board of Selectman—TBD
 - iv. Should we add School Committee?
- V. Brainstorm publicity plan (30 min)
 - a. Electronic communication—when and what to send to “friends” and others
 - b. Other ideas to drive traffic to website and interest in March meeting and Town Meeting?
 - c. What should we be printing/handing out to folks with quick summaries, etc?
 - d. Other forms of communication—Council on Aging newsletter, others?
 - e. Other ideas?
- VI. Begin reviewing implementation plan details (45 min)