

Minutes

Charlton Public Safety Building Capital Campaign Steering Meeting

Thursday, May 28, 2020 (via Zoom)

The meeting was called to order at 6:05 pm.

Members in attendance were Noreen Smith, Co-Chair, Karen Spiewak, Allison Jenkins, Monique Lemaire, Lois Sugrue and Finance Committee liaison John Grondalski.

Minutes were approved (by roll call vote) from the May 14th meeting.

Website modifications were discussed regarding donations. Three fields will be added by Unibank taking 3-5 business days. Karen and Lois will be automatically notified when on-line donations are made.

Currently Co-Chairman Steve Coleman is responsible for reaching out to the IT person to update/add items to the PSBCC webpage. Karen has offered to assist if needed. He also manages PSBCC FB posts on the Public Safety Building FB page (the PSBCC does not have their own FB page)

Steve will be asked to correct the spelling of 'campaign' on the Town of Charlton website under the Donate Public Safety Building Campaign button titled Donors. Also, to resend the pdf file to the IT person containing the names of donors exactly as they wish to be recognized. (It was noted Lemaire was misspelled and Noreen's gift wasn't noted properly, Gabriella Grondalski's name still does not appear under 'as need volunteers')

Karen reported she is receipt of 250 trifold pamphlets. Plans for distribution were discussed. Noreen mentioned she will add a version date to the pamphlet pdf.

Karen announced the video has been completed and will soon be ready for review by the Committee.

PR/Marketing roll-out strategy for campaign was discussed. It will kick-off with the informational video being released with link to the informational pamphlet

along with a press release Monique and Karen will work on. Facebook profile frames created by volunteer Gabriella Grondalski will also be available and advertised (along with the simple steps on how to use).

Steve will be contacted for update regarding the T-Shirt contest.

Old Home Day plans were tabled until the Town Committee announces its decision whether to cancel it.

Social media postings were discussed. Steve can create and share posts on the PSB FB page as needed.

The Facebook frames created by Gabriella Grondalski were reviewed. John will ask her to create examples for committee using the banner and ribbon frame with edits taking out periods between PSB. The consensus was to only use one # in front of second line: #SupportCharltonPSB

Committee members were requested to review list of businesses and send 5-10 suggestions to Karen so she can prepare mailing.

Allison announced the Dexter/Hyde Charitable Foundation meeting will be Wednesday, June 17, between 9 and 10:30 am. We are all welcome to attend via Zoom. Steve (as the liaison to the PSB Committee) will be asked to invite a member from the PSB committee to answer questions about the building.

Noreen reported on her current grant writing research.

The fire station tour will be Saturday, May 30 at 9:30 am.

Next meeting will be Wednesday, June 3rd at 6:00 pm via zoom to review video.

Meeting was adjourned at 7:28 pm.