

Minutes
Charlton Public Safety Building Capital Campaign Steering Meeting via Zoom
Thursday, July 23, 2020

Meeting called to order 6:05 pm.

Members in attendance were Noreen Johnson Smith, Karen Spiewak, Monique Lemaire, Allison Jenkins, Lois Sugrue and Finance Committee Liaison Jon Grondalski.

Minutes for the July 2, 2020 were approved with Monique abstaining.

Noreen suggested the committee each call 6 people asking for donations from personal contacts, voting lists, phone list etc.

Karen offered to develop with assistance, an action plan timeline starting Aug 1 to Nov 3. Committee members are to email Karen ideas to add to timeline. Currently she is planning on including the following on the schedule:

- ✓ Outreach meetings (via Zoom) at the minimum w/rep from PSBC (ideally, 1 police/1 fire rep); 1 capital campaign rep.
- ✓ PSBCCSC meetings (currently, every other week)
- ✓ Canvasing (boots-on-the-ground) neighborhoods to leave information at the door/paper box, etc.; seek assistance from 'as needed' volunteers', Unions...
 - Fall Town Meeting (usually in October)
- ✓ Posting on social media
 - Link to webpage Andrew is developing; video; testimonials; pamphlet/donor form; how to help; important upcoming dates (outreach meetings, voting...)
- ✓ Stand-outs (holding signs)
- ✓ Mailing(s) – Needs to be in the mail no later than the last week in September to reach folks voting by mail/early voting.
- ✓ Email blasts
- ✓ Solicitation

Current Tasks: We need to identify source of funding (sponsor) for

- mailings; (Karen will get quotes regarding cost)
- gear (shirts, maybe hats...)
- lawn signs
- We need to decide what the 'thermometer' should look like and find someone to create it or purchase it

Committee did an initial review of Andrew Golas' rough draft of the Public Safety Building information on the town website he asked us and others to critique. After edits are made to the website he will ask us and others to review prior to going live. The following suggestions were made:

- Add a tab for the video and to make a donation at the top of the page; currently the video is buried and the committee felt it should be highlighted.

- List/highlight, the exact wording of the ballot question for the Nov 3rd election so folks are exposed to it prior to voting and have time to ask questions. Suggest on the same page (even though some info may be redundant):
 - Define Public Safety Building (Police/Fire/Communications...)
 - That this is a debt exclusion (briefly define debt exclusion vs override; link back to the Finance Director's in-depth explanation/table)
- Add/create very short videos next to each stationary picture if that is technically possible.
 - Add picture of Fire and Police department's overcrowded dispatcher workstations.
- Changes regarding wording in the FAQ section on the website were discussed. Noreen asked Karen to find out from Andrew if the document on the town website he is creating has a source file in Word or Excel that can be accessed/edited by Noreen.
- Create and simplify the financial aspects of the project on a video to be used on the town website. Monique thought it would be helpful to expand upon how the project will impact those with \$300K, \$400K ...homes etc. Bottom line (on how the project will impact the taxpayer).
- Include the word "volunteers" when listing the committee referring to both the Public Safety Building Capital Campaign Steering Committee and the Public Safety Building Committee

Lois reported that donations of \$208,850 has been raised as of July 23, 2020. (This amount includes a \$100K donation made prior to the formation of the Capital Campaign Steering Committee).

The link to the page Andrew is developing should be added to the PSBCC page.

It was announced that Gabriella Grondalski's shield design will be used as our future logo.

Noreen will add shield logo to the pamphlet along with hyperlink to PR video (will help when we share using social media).

Lois and other members of the committee who have toured the Fire Department, expressed interest in touring the Police Department. Noreen will contact either Steve or the Police directly to arrange for a Police Department group tour. It will be a small group and everyone will social distance and wear a mask.

Various options to disseminate information were discussed and will be researched and included on the strategic action timeline. John suggested asking other groups to assist us with sharing information.

Karen check with Andrew to see if Andrew can capture emails from people asking for responses on Andrew's website he is creating since if they are asking questions they may want to follow

project/campaign progress. Find out if any email we generate needs to contain an 'opt out' option.

Campaign signs were discussed with options of using a Shield picture, words only (*I support the Charlton Public Safety Building Project*; our hashtag) or a combination of both. No conclusion was reached.

The committee discussed T-shirts; part of the plan, pre-pandemic, was to sell to raise awareness, and some committee members would like gear to wear when doing outreach, etc. Steve is the lead so he will be asked to provide an update.

Future solicitation requests were discussed and tentatively prioritize.

Tree House
Ted's
Karl Storz
Dunkin Donuts
Honey Farms
Incom
O'Malley's
Walmart Foundation

Allison announced that she will be making presentation on Thursday July 30 to the Affinity Group for a donation to Public Safety Building.

Steve will be contacted to inquire if the antique firetruck could be use at Ted's along with some kind of 'thermometer' (TBD) so folks can track progress. The same visual should be added to our website.

Meeting adjourned at 7:52 pm

Next meeting date is Thursday, August 6, 2020 via Zoom and will start at 6PM.