

**Minutes**  
**Charlton Public Safety Building Capital Campaign Steering Meeting via Zoom**  
**Thursday, September 17, 2020**

Meeting called to order at 6:05 pm.

Members in attendance were Monique Lemaire, Allison Jenkins, Karen Spiewak, Noreen Johnson Smith, Steve Coleman and Lois Sugrue. Absent was Finance Committee liaison John Grondalski.

Minutes from the September 3, 2020 meeting were approved.

Steve is working on the thermometer and coordinating the fire truck to be on display with the fund-raising thermometer at Ted's. He anticipates it will be all set by the end of the first week in October.

Steve invited any member to join the Overlook Board of Director's meeting starting at 9:15 am on Friday, September, 18, 2020 for a short presentation and video.

A zoom presentation was discussed for the Overlook residents. Technical issues need to be resolved for the presentation.

It was agreed upon that the trifold informational brochures will be updated. Noreen will update the pdf by adding the website and phone number for TA then send to Karen so she can have copies made.

Various outreach methods to disseminate information was discussed and included neighborhood canvassing, additional outreach meetings, the special town meeting on Oct. 13, and early voting dates, Oct 17-30<sup>th</sup> at the town hall.

Noreen reported that KARL STORZ gave a verbal pledge for \$15,000.00 bringing our fundraising total to \$360, 900.00.

Faces of Generosity was presented as a way of getting publicity for the campaign by placing pictures of those who have donated on a website.

Noreen will discuss with Rob that in the various medias, that the differences between the previous purposed plans and the currents plans need to be presented in a simple and distinct manner.

Information on the postcard needs to be short and to the point to get our message clearly understood. First mailer should go out week of September 28<sup>th</sup>.

Committee discussed approaching various local businesses for support.

Committee will meet every week in October.

Meeting adjourned at 7:12 pm