

CMSBC Communications Subcommittee Meeting 3.24.21

Via Zoom

Attendees:

Heather Bout, Chair

Kate Hanley

Laurie Hunter

Erin Higgins

Erin Stevens

Pat Nelson (joined later in meeting)

Observers:

Peter Fischelis

Karlen Reed

Ms. Bout called the meeting to order at 12:03pm.

Minutes

The committee approved the Minutes from 3/12/21.

Community Survey

The committee reviewed the survey draft, feedback from building committee members, and revisions as such. The committee discussed various changes to the survey and finalized it. They also discussed various strategies to promote it throughout the community. Strategies to execute and/or explore included:

- Building Committee Subscriber Lists
- Town of Concord News and Notices
- Town of Concord Social Media
- Town of Concord Committee Chairs
- Concord Journal
- School District Email
- School Committee Subscriber List
- Parent Teacher Groups (“PTGs”)
- SEPAC
- League of Women Voters
- Sustainability Groups
- Concord Business Organizations
- Local Preschools
- LivingConcord

- Neighborhood-based outreach
- Outreach to Assisted Living facilities
- Outreach to Realtors
- Town listservs
- Link on concordma.gov
- Link on concordps.org
- Town Manager phone call (unlikely)
- Draft letter for Building Committee Member Outreach
- Building Committee Member Outreach
- Follow-up Reminder
- MMN
- COA
- Concord Library
- All Listening Session contacts

Website

Erin Higgins updated the committee that most of the website other than the FAQ section is almost ready to launch. The committee agreed to look into the FAQ status and follow up further at the next meeting

Public Comments

There were no public comments.

Motion to adjourn by Kate Hanley. Seconded by Heather Bout. Vote was unanimous. The committee adjourned at approximately 1:07pm.

Upcoming Meetings: Wednesday, April 7, 2021 at 12:00pm via Zoom