

Town of Mansfield

Communications Advisory Committee (CAC)

Monday August 4, 2008

Conference Room B Audrey Beck Building

The regular meeting of the CAC was called to order at 7:10 p.m. by Chairperson Toni Moran.

Members present : Toni Moran, Aline Booth, Richard Pellegrine and Patrick McGlamery.

Absent : Joyce Crepeau, Leila Fecho and Bill Powers

Staff : Jaime Russell

A motion was made to approve the minutes of June 2, 2008 and June 16, 2008 as presented. The motion passed.

A comment was made by Pellegrine that we should have a time limit for our meetings. Booth moved to establish a policy for the CAC to end the meetings no later than 9 p.m. unless the CAC votes to extend the meeting. The motion passed.

No public was present.

Old Business

1. Meeting date for September.

A motion was made by Booth, seconded by McGlamery, to move the meeting dates for September to September 15 and September 29. The motion passed

2. Jaime Russell will provide the CAC, by September 29, with a list of the ways that the Town presently uses to communicate with its residents.

3. Mission Statement

Discussion ensued on the development of a Mission Statement. Chairperson Moran stated that we need an overarching statement beyond the charges given to the CAC by the Town Council in its motion to establish the CAC. These charges were reviewed.. Pellegrine noted that we should be making it easy for the public to know what is happening in Town. A question was raised about whether other towns have a communication policy. Russell will look into this (CCM?) and report back to the CAC.
Booth

suggested, as a start, that we should be promoting every citizen's "Right to Know". This led to a discussion

about what the meaning of communications is and at what level should communications take place. Rumors can be especially worrisome. No decisions were made.

4. McGlamery noted that we need to review the impact of the CAC's proposals on the recent budget referendum. The proposal to place signs in many locations around Town appeared to be successful as the turnout was quite high for a referendum. In general, the signs were easy to read, especially if there was limited - but necessary- information on them. The addition of a glossary to the budget document was excellent and should be continued and possibly be expanded each year. The CAC had recommended multiple places to vote but the Town Council decided on only one location. This did not appear to deter citizens from voting, as evidenced by the turnout.

There was no new business.

The meeting adjourned at 8:15 p.m.

Respectfully submitted

Aline Booth, member of the CAC