

Attendance Roster

Sub-Committee Members		
Gil Rodgers	Randal Karg	Lucille Fisher
Brandie Erb	Alec Stevens - absent	

Others	
Jasmin Chan	Sadie Durham

Agenda

17:00 pm - Open Meeting

- Outreach Communications Strategy
 - Outreach Stakeholder Meetings & Participants
 - Draft FAQ's
 - Maps, charts and description of plan
 - PowerPoint presentation
 - Medfield TV Videos
 - Master Plan highlights
 - Video clips for OT-OL-OF series
 - STM Preparation
- Status of MSHVision links and updates
- Schedule of news article topics and assignments

And, any additional business that came in after the deadline that must be discussed prior to the next meeting

Agreements

1. Escalate request for website repair assistance if needed by 24 Jan 18

Holdover Action Items

#	Item	Responsible	Due
1.	Review website and engage A. Stevens to update links and content	L. Fisher/J. Chan/S. Durham	

New Action Items

#	Item	Responsible	Due
2.	Contact A. Stevens – if required - to escalate request	S. Nolan	24 Jan 18

	for website repair assistance		
3.	Forward existing FAQ document to C. Hulet for revision/update	R. Karg	23 Jan 18
4.	Create draft FAQ document	C. Hulet	14 Feb 18
5.	Create draft PowerPoint presentation	C. Hulet	14 Feb 18
6.	Drafts of “Lead-in narratives” for video collage and outline of Final Plan Benefits and Rationale video distributed to CSC for review	G. Rodgers	Done
7.	Revise and finalize communications materials	CSC	01 Mar 18

Summary Notes

Meeting began: 17:12

Meeting concluded: 18:30

Meeting minutes for 10 Jan 18 unanimously approved

Motion: B. Erb Second: G. Rodgers

Action item review –

Repairs to broken links in MSHVison.net website remain unresolved. This portal is an essential communications platform that must be operational as the planning committee enters the final stage of activity. A. Stevens has committed to assist, but has not begun to do the necessary actions to get the site operational. An action item was taken to escalate the request for assistance if there is no response by 24 January. J. Chan and S. Durham are available to assist in repairing the broken links once the necessary procedures have been established.

Videos

A new Medfield TV composed of segments from existing videos from the Our Land – Our Town – Our Future series with introductory narrative is well underway by L. Fisher and G. Rodgers. Completion and broadcasting is anticipated by month’s end.

Two additional videos are being prepared: (1) Benefits and Rationale for the Final Master Plan, and (2) Preparation for the Special Town Meeting

Stakeholder Meeting Assignments

The existing list was reviewed. It was agreed to reserve changes in assignments to a conversation with all planning committee members.

Stakeholder Communications Collateral Materials –

Creation of supporting materials will be finalized when all the elements of the master plan are completed by McCabe and approved by the MSHMPC. The deliverables from McCabe provide source documents for the communications materials. Assistance offered by C. Hulet to create the PowerPoint presentation and FAQ’s was noted and accepted. Drafts of these deliverables to the CSC are required by 14 February so that final versions are complete for the communications roll-out starting on 01 March.

Future Newsletter Articles –

- What to expect at the Special Town Meeting- L. Fisher
- Video collage highlighting segments from previous videos - L. Fisher
- Preferred plan overview with map – B. Erb
- Design decision summary (this will be more than one article) – G. Rodgers
- Zoning explanation – TBD

In the next CSC meeting planned for 29 January the CSC will 'brain-storm' the main narrative messages for effective communications of the final master plan.