

Attendance Roster

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

Others
Sadie Durham

Agenda

17:00 pm - Open Meeting

- Outreach Communications Strategy
 - Story-board narrative for Master Plan
- Status of MSHVision links and updates

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

Agreements

- None

Holdover Action Items

#	Item	Responsible	Due
1.	Review website and engage A. Stevens to update links and content	A. Stevens	Not Done
2.	Revise and finalize communications materials	CSC	Done
3.	Create draft FAQ document	C. Hulet	Done
4.	Create draft PowerPoint presentation	C. Hulet	Done

New Action Items

#	Item	Responsible	Due
5.	Upload to website all recent meeting minutes	S. Durham	Done
6.	Revise "Walk Thru MSH Property" draft	B. Erb	Done
7.	Complete news articles as shown below	CSC	Done

Summary Notes

Meeting began: 17:10

Meeting concluded: 18:30

Meeting minutes for 22 Jan 18 unanimously approved

Motion: B. Erb Second: L. Fisher

Action item review –

S. Nolan and C. Hulet spoke to A. Stevens regarding repairing broken links in MSHVision.net website. S. Nolan reported that after speaking with Alex he authorized purchase of a plug-in to fix the current problem. In the longer term it was suggested to migrate MSHVision.net to the Town's website. C. Hulet reported that Alex "is looking for a solution to fix the website and is happy to do it. Should be up and running soon. In any case we can add new content without any trouble. The glitch is limited to accessing old stuff, but he thinks he has a workaround now."

Videos –

The new Medfield TV composed of segments from existing videos from the Our Land – Our Town – Our Future series with introductory narrative was completed by L. Fisher and G. Rodgers and is now available on YouTube and starting to be broadcast over Medfield TV. Announcements have been sent to local media.

Two additional videos are underway by G. Rodgers and L. Fisher: (1) Benefits and Rationale for the Final Master Plan and (2) Preparation for the Special Town Meeting

"Walk Thru MSH Property" Narrative –

B. Erb's colorful and engaging script of a "Walk Thru the MSH Property" after implementation of the master plan was reviewed and suggestions offered. She is in the process of revising the draft and incorporating photos and videos. Medfield TV offers to film a 'walk-around' the main campus to provide additional video footage.

Critical Items for Marketing –

Several key items are needed to fully engage marketing of the Master Plan:

- An accurate and final detailed map of the proposed master plan in both digital and poster-size formats
- A specific date for the Special Town Meeting (should be decided on 20 Feb 2018 following BOS update meeting)
- High-level results of financial analyses and sensitivity studies

Future Newsletter Articles –

- Video collage showing highlights of prior OTOLOF shows (next four weeks) – B. Erb/L. Fisher/G. Rodgers
- What to expect at the Special Town Meeting - L. Fisher
- Preferred plan overview with map – B. Erb
- Series of articles describing benefits and rationale for master plan – G. Rodgers
- Zoning overlay explanation – TBD