



## OUTREACH STEERING COMMITTEE

### Minutes of Meeting

March 19, 2008

Room 126, Acton Town Hall

Attendees: Ms. Daphne Politis (Planners Collaborative, Inc.), Mr. Jim Purdy (Planners Collaborative, Inc.), Ms. Lauren Rosenzweig, Ms. Susan Mitchell-Hardt, Ms. Lisa Franklin, Ms. Kathy Acerbo-Bachmann, Ms. Rajni Lakhani, Mr. Lawrence Powers, Ms. Debra Elkhoury, Ms. Mary Ann Ashton, Mr. Ryan Bettez, Ms. Susan Benson, Mr. Michael Kreuze, Ms. Linda Chance, Mr. Paul Turner, Mr. Dick Calandrella, and Ms. Kristin Alexander (Acton Planning Department).

The meeting was called to order at 7:35 PM.

### Outreach Update

Ms. Politis reported that:

- Outreach meetings with community groups have begun. She is still trying to finalize the list of groups/individuals to contact (a draft list was distributed to the Committee).
- A second visioning workshop is scheduled for May 31, 2008.
- The resident survey and business survey have been finalized. The surveys are available online and will be in the mail this Monday, 3/24/08.
- After the resident and business surveys have been returned, a phone survey will be conducted to ask more targeted questions.
- The Acton schools have been participating in the outreach (i.e., students from two schools have been visioning, fifth grade students are making an Acton movie, some students have been interviewing other students about Acton, the Music Dept. has students writing a song about Acton, the Art Dept. has been surveying students, the extended day program has planned related activities).

Ms. Politis was asked to add the West Acton Business Merchants and Professional Association to the community groups to contact list.

### Public Outreach and 3/29/08 Visioning Session Tasks/Assignments

Ms. Politis described other outreach activities that still needed to be conducted and 3/29/08 Visioning Session needs. She also explained the draft agenda for the Visioning Session. Interpreters will be available at the Visioning Session. Approximately 20 facilitators will be needed and they will have to arrive to the Visioning Session at 12:30 PM for training. Ms. Rosenzweig announced that a van driver could be available between 12:30 and 5:30 PM on 3/29/08 to bring people with no access to transportation to and from the Visioning Session. The Committee would have to guarantee that a minimum of six to nine people need transportation and would use the van. Also, the driver would need to be compensated.

Committee members:

- asked if the Parker Damon gym could be used during the Visioning Session;
- suggested door prize ideas for the Visioning Session;
- recommended asking the girl scouts to baby sit at the Visioning Session;
- agreed that Acton facts should be included on the back of the Visioning Session agenda;
- asked if the Parker Damon building address could be placed on the outreach web page;
- suggested a transportation van sign-up sheet be posted at the Senior Center;
- asked if an electronic message board could be located at the transfer station and a sandwich board located in Kelley's Corner, announcing the Visioning Session;
- volunteered for different tasks and assignments (see the attached "Outreach / Visioning Session Tasks – Assigned 3/19/08" document).

**Next Meeting** – Scheduled for Thursday, April 3, 2008 at 7:30 PM.

The meeting adjourned at 9:20 PM.

Outreach / Visioning Session Tasks – Assigned 3/19/08

<u>Task</u>	<u>Volunteer(s)</u>
• Take Pictures of Acton Likes/Dislikes (by Tues 3/25 AM)	All Committee Members
• Distribute Flyers & Spread the Word about the Visioning Session*	All Committee Members
• Ask people to be facilitators at the 3/29 Visioning Session	All Committee Members
• Ask high school students / girl scouts to be babysitters / child facilitators at the 3/29 Visioning Session	All Committee Members
• Bring 3 people to participate in the 3/29 Visioning Session	All Committee Members
• Determine if anyone needs transportation to the 3/29 Session	All Committee Members
• Explore getting toys for the children at the 3/29 Session	All Committee Members
• Explore getting toys from the Memorial Library for 3/29 Session	Kristin Alexander
• Explore getting fruit baskets as Door Prize(s) for the 3/29 Session	Lauren Rosenzweig
• Explore getting Acton glasses as Door Prize(s)	Sue Benson
• Explore getting <i>Know Your Town</i> book as Door Prize(s)	Sue Benson
• Explore getting Conservation Trail Guide as Door Prize(s)	Kristin Alexander
• Explore getting other Door Prize(s) for the Visioning Session – Acton Images of America book, Acton wood cuts (at Ralph Jordans), dump stickers (and Lisa Franklin had 1 other idea)	Daphne Politis and Lauren R.?
• Contact businesses re: donating refreshments for the 3/29 Visioning Session	Linda Chance
• Contact Donelans re: donating refreshments	Sue Benson (via husband)
• Donate some refreshments to the 3/29 Visioning Session	Rajni Lakhani Debra Elkhoury
• Collect/Organize pictures of Acton Likes/Dislikes	Debra Elkhoury
• Make 3/29 transportation van sign-up sheet to be located at the Senior Center	Debra Elkhoury
• Write Letters to the Editor ( <a href="mailto:beacon@cnc.com">beacon@cnc.com</a> )	Dick Calandrella Linda Chance Other Members?
• Gather materials, equipment, props, etc. for 3/29 Session	Daphne P. and Kristin A.
• Coordinate 3/29 Session set up / details with School Admin.	Daphne P. and Lauren R.
• Facilitator for 3/29 Visioning Session	Lauren Rosenzweig Linda Chance Kathy Acerbo-Bachmann Sue Benson Kristin Alexander David Hardt (until 4:00 PM) Susan Mitchell-Hardt – co-facilitator (writer – until 4:00 PM) Lisa Franklin – co-facilitator (not a writer) Debra Elkhoury – co-facilitator (writer) Michael Kreuze? (maybe)

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\*Specific Additional Flyer Distribution:

- Religious Groups, Churches
  - Transfer Station
  - Inn at Robbins Brook
  - Acton Teamworks
  - School children backpacks
  - School Marquee
  - Acorn Park
  - Newspapers
  - Train Station
  - Thoreau Club
  - Roche Brothers
  - Middlesex Savings Bank in West Acton
  - Senior Center
  - Ichabod's
  - Other Restaurants and Coffee Shops
  - Little Market
  - Sovereign Bank
  - Davis Road Apartment Complex
  - Gold's Gym
  - Acton Housing Authority complex – West Acton
  - Powers Gallery
  - Realtors
- All Committee Members  
Lauren R., Ryan B., Jim Snyder-Grant  
Daphne P. & Lauren R.  
Lauren Rosenzweig  
Lauren Rosenzweig  
Mary Ann Ashton  
Mary Ann Ashton  
Dick Calandrella  
Kathy Acerbo-Bachmann  
Debra Elkhoury  
Debra Elkhoury  
Debra Elkhoury  
Debra Elkhoury  
Debra Elkhoury  
Linda Chance  
Rajni Lakhani  
Rajni Lakhani  
Paul Turner  
Paul Turner  
Lisa Franklin  
Larry Powers  
Sue Benson