

## CMSBC Communications Subcommittee Meeting 3.12.21

Via Zoom

### Attendees:

Heather Bout, Chair

Kate Hanley

Laurie Hunter

Erin Higgins

### Observers:

Peter Fischelis

Karlen Reed

Ms. Bout called the meeting to order at 12:33pm.

### Minutes

The committee approved the Minutes from 3/5/21.

### Website

Erin Higgins presented a draft of the new website. Members were impressed and excited about the possibilities it presents. The committee discussed possible edits and editions, including the priority of ensuring that both recent updates and important high-level documents are easy to find. Ms. Bout will follow up on the status of the FAQ document to find out when that will be ready for publishing. Ms. Higgins will continue to work on the website and the committee will convene again to review the next version.

### Community Survey

Kristen Olsen (SMMA) provided the next draft of a community survey. The committee revised and re-ordered some of the questions and is in support of using the survey. Ms. Bout will follow up with Ms. Olsen regarding the revisions and timing for initiating the survey.

### Outbound Communications

The committee confirmed that:

- The next Community Forum is scheduled for Wednesday, March 31 at 7:00. It will be posted on the town calendar right away and publicized broadly as soon as the flyer is complete.
- Listening sessions are continuing. We have completed 12, with 5 more on the calendar.
- All town committee chairs, as well as points of contact for many community groups, are receiving Building Committee updates and announcements.

### Public Comments

Karlen Reed, 83 Whits End Road:

Karlen suggested that we use as many pictures and diagrams as possible on the website and that we consolidate our survey questions by eliminating Questions 1 and 3 and include a question about an oversized gym with associate cost.

Motion to adjourn by Kate Hanley. Seconded by Heather Bout. Vote was unanimous.  
The committee adjourned at approximately 1:40pm.

*Upcoming Meetings: TBD*