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## **Town of Belmont**

Communications Subcommittee of the Warrant Committee

### **Minutes: Subcommittee Meeting**

Monday, September 20, 2021

Via Zoom

Committee Attendees: Ellen Schreiber, Laurie Slap, Anne Helgen, Liz Goss, Paul Rickter, Chris Doyle

Non-committee attendees: Lisa Pargoli

1. State of the Town – Anne Helgen and Laurie Slap are working on draft. Some sources are similar reports from Weston and Lexington. Emphasis on putting historical context around financial condition of the town. Likely presented to WC and to SelectBoard and perhaps to the public via Belmont Media.
2. Discussion of the State of the Town Report vs. the Warrant Committee report. WC report more emphasis on analyzing proposed budget. Liz Goss emphasized that WC needs to put out some items that are much, much shorter and punchier. Further discussion of short explanatory items vs. very short updates on timely topics.
3. Discussion of the Town web page and how and what to post there. Potentially post the Short Explainer pieces to the WC website and perhaps send out via social media. Perhaps try a podcast. Topics for Explainers: Free Cash, ARPA, Debt, Tax Bill, Prop 2 ½.
4. Discussion of trying several mediums and methods of communication and then getting feedback and adjusting to see what works best.
5. Discussion of potentially adding 1-2 more members to the Communications Subcommittee. Chris Doyle may need to step off due to assignment to a different WC subcommittee.
6. Next steps: complete draft of State of Town, Draft Short Explainer on ARPA and BHS and Free Cash. Next Meeting October 5