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DATE: November 18, 2021
TIME: 10:16 AM

Town of Belmont

Communications Subcommittee of the Warrant Committee

Minutes: Subcommittee Meeting

Thursday, August 5, 2021

Via Zoom

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

1. Goals of Subcommittee are to build more effective ways for the Warrant Committee and the Town to communicate with Town residents on financial matters of the Town.
2. Set up an annual or biannual State of the town report - Annual fall presentation – economic, demographic, - positive, stable, negative – trend lines
3. New website – support town process to change the website to incorporate more financial information, see what other towns do
4. How to handle social media – put out short bits on current topics – who would put them out? which platform? What do other towns do? Look for visual materials and perhaps interactivity
5. Brainstorming Communications Ideas: Town Administrator newsletter; Use of email lists from other parts of town; town web site; Tax bills and debt; Assessors; free cash ; October 1 student enrollment numbers; ARPA; New high school; Capital Budget and projects; Union contracts; Assessments; Audit
8. Operating Budget - -how to make more informative; budget is main communication device for how our tax dollars are spent