



Community Resilience Working Group / Outreach Subcommittee

Meeting Minutes of August 19, 2021

The meeting convened at 4:00 pm on Zoom

Members: Present: Jefferson Burson (Planning Board), Ellen Sachs Leicher (HEAC, Acting Chair), Deborah O'Rourke (Citizen), Catherine Warner (Citizen)

Staff Present: Chris Ryan

Guest: N/A

1 – MEETING CONVENED

2 – MASS ENERGIZE UPDATE

- Editing is completed for now, but we are waiting for a few icons to include
- It will be ready for launching during the week of 8/23/21
- Ellen is awaiting a response from the Harvard General Store regarding holding the soft launch there. Alternative locations discussed. Target date 8/29/21
- Ellen to contact Green Team in hopes of including them at the launch

3 – WEBSITE AND SOCIAL MEDIA UPDATE

- Mass Energize link needs to be included in FaceBook and Instagram
- “Take Action” tab on website will be linked directly to the Mass Energize page
- Poster received some “likes” on Instagram
- Poster will be printed and laminated for distribution (General, Schools, etc.)
- Letter to the Editor in this week's Harvard Press
- Discussion of other influencers submitting Op Eds
- Jefferson to investigate and improve the “Contact Us” function

4 – EVENTS

- LION'S CLUB FALL FESTIVAL

- Decision to be made during the coming week as to whether or not the event will take place
- CRWG will have a gift basket of local items and some native plants to raffle. Raffle tickets will collect email addresses
- Card with QR code for website will be produced and distributed
- Organic T-Shirts are ordered and should be ready in time
- Banner is ordered and expected during the first week of Sept.
- If Town Resolution verbiage is finalized, Chris can make 100 copies to distribute
- FLEA MARKET – Ellen to find out if space reservation is refundable
- CAP KICKOFF
 - Zoom meeting for general public on 9/23/21. Need to get the word out after the Select Board meeting on 8/31/21. Break out groups discussed
 - Prior to town meeting on 10/16/21 we will host an in-person, outdoor kickoff meeting with representatives from town Boards and Committees
 - By invitation with personal contact
 - Facilitator needed
 - Weekend day
 - Gather endorsements

5 – MEETING ADJOURNED 5:09 PM