



## Community Resilience Working Group – Outreach Committee

### Meeting Minutes of Sept 2 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), Christiane Turnheim (Ag Commission), Robert Benson.

Staff Present: N/A

Guest: N/a

- 1) Meeting Convened at 4:11 pm
- 2) Minutes approved from Aug 19, 2021 meeting
- 3) Soft Launch of Mass Energize Community Site
  - a) Moved to Sept. 11, 2021, from 2:30-4:00 pm. Weather permitting
  - b) Several CRWG participants are available with laptops
  - c) Banner will be used, town resolutions prepared for handout, T-shirts will be distributed to team members who ordered them (\$30 each)
  - d) Jefferson gave demonstration of the Mass Energize Community Site and will launch it after this meeting. There will be a direct link from the "Take Action" tab on CRWG website
    - i) Please familiarize yourself with it, become a user if interested, and populate with your own actions to do and things that you have completed, etc
    - ii) We need to find a way to "ping" users to keep them engaged
  - e) Please invite your friends to come to the soft launch so we can troubleshoot
- 4) Town Resolution
  - a) Was passed by the Select Board
  - b) Discussion of how to get the vote out for Town Meeting on Oct 16, 2021
    - i) Ellen will be meeting with Paul Green, Lucy Wallace and Catherine Warner to brainstorm
    - ii) We need to get support from Town Boards and Committees
    - iii) Discussion of placing ad in Harvard Press with list of supporters, getting an article in the Consider This section

- 5) Public Meeting of CRWG on Sept 23 2021
  - a) Ellen is working on a presentation
  - b) Plans discussed for breakout groups facilitated by committee members that are heading up the various initiatives
  - c) Need to look at MVP report prior, to make sure we cover everything
- 6) Getting the word out about initiatives
  - a) General discussion about what are best avenues, Press, Nextdoor, etc
  - b) Flyers will be generated on timely topics for distribution
  - c) Hard Launch of Mass Energize tba
  - d) Discussion of organizing a meeting with Town Boards and committees sometime after Town Meeting
    - i) Ellen and Chris are trying to find a facilitator
    - ii) Structure to be developed
- 7) Flea Market
  - a) Will it take place on Oct 9, 2021 – tba
  - b) Booth has been reserved
  - c) Ellen to check with library about internet availability for Mass Energize
  - d) Flyers, gift baskets, etc as planned
- 8) Green Team
  - a) 4 members. Ellen is going 1x per week to meetings
  - b) Videographer (Bob Blanck) recorded film about idling and is preparing to add to website
  - c) Ellen planted a see about Green Team partnering with the Garden Club to plant the weedy dividers in the Bromfield parking lot with native plants
  - d) Possibility of doing a video about bees discussed
- 9) Meeting adjourned at 5:17pm