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TOWN CLERK BOURNE

Minutes of Community Engagement Committee
December 11, 2019
7:00PM
Bourne Veterans' Memorial Community Center

Present – Jim Potter, Lorna Ciavola, Pam Chmielinski, Kathy Alfano, Renee Gratis, Tony Schiavi

Absent – Rhonda Jones Tobey

1. Introductions -

Jim Potter opened the meeting and started by showing a PowerPoint presentation done for town meeting related to this committee, but not shown to Town Meeting members. It's purpose was to show there is a lot going on and it is important to keep those things going and to expand them and see what else is out there and what people are willing to do. The intent is to be year round and to show people that there is always something going on in Bourne. Jim noted that it is not the intent is "not" that the committee does everything, but that those that are can be successful with the committee's assistance. In other words, this committee doesn't plan or run events, but supports groups, committees and organizations that do. He mentioned that Town Meeting voted \$50k instead of a previous idea of attaching the new hotel tax - so money doesn't go away.

2. Appointment of Committee Officers and vote: Kathy Alfano - Chair Vice Chair-Pam Chmielinski Tony Schiavi-Clerk

Kathy moved the slate and Jim seconded - vote was unanimous.

3. Community Engagement Committee Assistance Grant Application - Jim Potter covered the application and emphasized that this doesn't have to be the final iteration. All members can all have input to it and make changes. The committee needs to consider whether the grants are seed money vs a reimbursement model. The committee will also need to consider whether we take it to town meeting once or twice per year like CPC articles are done. Can also build partnerships, to include getting business buy in as well.

4. Discussion of Goals, Objectives and Milestones for the upcoming year. The group discussed the need to determine the committee's goals and objectives. The marketing piece is really important to get the fact we exist out there to as wide an audience as possible. The group discussed the idea of coming up with a unique logo, which could be a contest and the committee would select a logo from those submitted. A goal of being done and ready by the May annual town meeting was set as a target and being able to make recommendations to town meeting.
5. Next Meeting date discussion - the group selected the following meeting schedule through April. Jan 8, Feb 12, Mar 11, April 8 all at 7:00p except Feb 12 which will be at 7:30p

Homework - go through the application and make inputs/changes.

Logo idea brainstorming: Should we start the logo contest? And a prize.....according to the bylaw we can use 5% of the money for administrative. Can put original artwork in the Town Hall and on publicity materials. Social Media could be used and voting by the general public -the committee could take the top 3 voted logo ideas and the committee would then pick the final winner.....a proposed cut off February 1st for submittals was suggested with voting being Feb 1 through Feb 11th. Submittals would be in JPEG format.....

The idea of establishing a town web page was discussed. Lorna offered to do the FB social media page for the committee.

A target date of mid January was suggested to get the grant application on the web page.

As part of marketing the logo contest it was suggested that the committee does an article for the newspaper and for Kathy to go on Bourne TV as well.

Lorna Motioned to adjourn

Jim Seconded by

Unanimous vote to adjourn