

## APPROVED MINUTES

Town of Mansfield  
Communications Advisory Committee  
June 15, 2009, 7:00 pm  
Audrey P. Beck Building, Conference Room B

I. Called to Order at 7:15. Attending: R. Pellegrine, A. Booth, T. Moran (Chair), P. McGlamery (Reporting), J. Blyska, Jaime Russell.

II. Approval of Minutes. R. Pellegrine motioned to pass, T. Moran seconded. Minutes accepted.

III. Public Comment: None

IV. Old Business

A. Budget Process:

a) Chair Moran's letter was approved and signed.

b) The Committee suggested that for the Referendum vote, signs be put up in the Town Hall reminding voters that the Town Budget document is available in the Town Clerk's and Town Manager's offices.

c) The Committee discussed the proposed survey at the Referendum and the difficult logistics involved. General agreement was that the initial survey performed at the Town Meeting serves the purpose of the Committee. R. Pelegrine moved to cancel the Referendum survey, A. Booth seconded., motion passed. There will not be a survey at the Referendum Vote on Tuesday, June 16th. T. Moran will contact L. Fecho, alerting her that she does not have to reformat the survey.

B. Membership Issues:

Joe Blyska was welcomed. T. Moran announced her resignation. T. Moran announced that L. Fecho has agreed to serve as Chair. Committee agreed unanimously and wished Chair Moran well.

C. Communications Channels:

P. McGlamery agreed to convert spreadsheet format to Word, single page format. Members will print their own and submit a sheet for each channel. J. Blyska agreed to share Static - Web; Digital - Wiki, Blog, social network (Facebook, Myspace, etc.); Static - signage, bulletin boards; Human - Face to Face with P. McGlamery.

D. Survey Results:

T. Moran asked for help compiling.

- E. Communication Policy Development:
  - P. McGlamery will send link to Web Heuristics.

V. New Business:

Note was made of the FOI meeting on June 25th.

R. Pellegrine, in thinking of "Print Media" noted the obscure nature of Ordinance language. A discussion of "plain language" ensued. T. Moran suggested a review of all ordinances published by the Town in the last 12 months with an intent of advising a Elements of Style for ordinances in order to enhance communication.

VI. Reports: None

VII. Communications: None

VIII. Agenda for the Next Meeting: Budget, Communication Channel Inventory, Survey Results and Communication Policy Development.

IX. Adjournment: 8:15