

TOWN OF MANSFIELD
COMMUNICATIONS ADVISORY COMMITTEE
Monday, January 24, 2011
Mansfield Community Center Conference Room C
Approved Minutes

Members Present: Aline Booth (teleconference), Leila Fecho, Richard Pellegrine, Ronald Schurin (interim chair)

Elected Officials and Staff Present: Jaime Russell

- I. Meeting Called to order** at 7:10p by interim chairperson Ronald
- II. Approval of Minutes** – With no changes, minutes approved unanimously.
- III. Public Comment** – None.
- IV. Old Business** –
 - A. Committee Membership Status: Patrick recommended a person, she has applied. Aline spoke with her. The Committee on Committees was snowed out this month, will meet next month.
Ron to contact a Graduate Student who will live in town for a while.
 - B. Wording of Communications of Referenda Items: The letter to Council still to be drafted. Richard noted an article published about two weeks after the November Referendum stating that the road would be closed. It was apparent that the information (about how much was to be allocated to each bridge) was readily available, but just not stated. It would help if “Go to www.mansfieldct.gov/referenda for more info” or something to that effect, with maybe a more specific address, were published in the Explanatory Text. Leila spoke with Mary Stanton after the committee meeting and she agreed that making it more pronounced on the mailer would be great.

Juxtapose with the “Citizen’s Budget Guide – 2011 Edition” is excellent. The web site is mentioned twice in the document. Leila to draft a letter to Council thanking them for the work done with a note as above for approval at next committee meeting.
 - C. Signs: Reviewed Jaime’s talk about signs with Mary Stanton. Regarding important information, either she or the Mansfield Police post the information on the six sign posts (Jude Lane Circle, Mansfield City Road and Browns Road intersection, Old Town Hall, opposite the bridge on Juniper Lane, island at the intersection of Gurleyville and Chaffeville Road, and on the island of shrubs at Mount Hope Road and Wormwood Hill intersection) and other key locations (Fire Station 107, Fire Station 207, Senior Center, Thompson’s Store at Mansfield Depot, and Town Hall). What is posted is the legal notices or the Explanatory Text. It is inappropriate for drivers-by to see from the road. Richard had a recommendation: let’s have a Festival On the Green contest to see if we

could get the array of separate villages to take on their own personality.
Deferred to next meeting for greater discussion.

- V. New Business** Aline brought up the idea of RoboCall as a way to communicate. Our school districts do use it. The elementary schools use it for busses late (so they can notify just the parents of one bus that their kids will be a few minutes late). And they also use QNotify and AlertNow e-mails. Price estimates: it was about a \$0.05 per call times 5-6,000 households would be \$250 to \$300 per call. Deferred to the next meeting for greater discussion.
- VI. Reports** – no additional reports
- VII. Communications** – no additional communications
- VII. Agenda for Next Meeting** – set for February 28th at 7p in the Town Hall, Conference Room C
- VIII. Adjournment** –meeting adjourned at 8:12 p.m.

Respectfully Submitted, 2/17/11
Leila Fecho, Secretary pro tem