

OUTREACH AD HOC COMMITTEE
A WORKING GROUP OF THE PLANNING BOARD
MINUTES OF A MEETING HELD IN TOWN HALL
JANUARY 24, 2016 AT 6.30 PM

Present: Nancy Carter; Kelly Dent; Michael Mayor; Iain Sim

The charge to the Outreach Ad Hoc Committee was to develop a plan to communicate to the voters of the town the purpose of the amendments to the zoning ordinance that will be in the warrant for Town Meeting in May 2016. The issues, decisions and next steps discussed were as follows:

Issue	Decisions
What communication channels may be available to inform the voters of the purposes of the zoning amendments to be voted on Town Meeting day?	<p>The following communication channels were identified:</p> <p>Video – a recorded interview with a moderator and two members of the Planning Board, one full length video plus shorter, key message videos; video on YouTube (via link on Town website); on DVDs available at libraries; broadcast on CATV</p> <p>Print – a copy of the Q&A from the video available from P&Z; write-up of reporter interview with member of PB in Valley News</p> <p>Oral – second public hearing provisionally scheduled for March 1; meetings with citizens at gathering locations such as Kendal, Black Center; public meeting at a town school; local radio</p>
What outlets might we use to let voters know there are communication pieces available?	<p>Posting on Hanover Listserv</p> <p>Posters at the Howe and Etna libraries, Town offices, elsewhere(?)</p> <p>Sandwich boards outside public venues</p> <p>Transaction ads in Valley News</p> <p>Direct mail</p> <p>League of Women Voters</p> <p>Attachment to LWV “Vote, Vote, Vote” banner</p>
Next Steps	<p>Contact CATV and Dartmouth College for access to studio to record interview; identify possible moderator – Nancy Carter</p> <p>Draft script of Q&A – Iain Sim</p> <p>Develop advertising plan – Kelly Dent</p> <p>Contact station River 106.7 – Kelly Dent</p> <p>Contact Kendal meeting scheduler – Iain Sim</p>

The meeting adjourned at 7.30pm

Attachments:

PR Plan

Interview script_V1

Planning Board

Outreach Ad Hoc Committee- P.R. Plan

- Digital
 - Post Q&A videos to YouTube, both long and edited versions
 - Create Powerpoint or Word document with user-friendly summary points
 - Reference digital content in the following places:
 - Town Website (on home page as well as page that links to voting information)
 - Printed flyers
 - Sandwich boards
 - Valley News Transaction Ad
 - Add text to Voting Reminder banner across Main Street?
 - UpperValley Listserv and Hanover Listserv?

- Speakers- Have PB members speak to various community organizations
 - Kendall speaking roster
 - League of Women Voters- can they sponsor a meeting, do they have suggestions on where to speak

- Radio
 - Any local Hanover program?
 - K Dent to contact DJ at the River106.7, ask for Public Service Announcement airtime

- Publicity arm at Dartmouth- can they help with video (production, editing)?
- Valley News Editorial Board- request a meeting with editorial staff, hopefully get VN to publish a positive editorial by the Editorial Board
- Install posters/flyers: Libraries (Howe, Etna), Town Hall, RWBlack Center, Hanover Coop
- Sandwich board- Howe Library
- Can we see the ballot to have as part of our presentation?