

MPSC meeting 11/14/2011 Old Library meeting room - Meeting called to order 7:05pm

Present: Tim Clark, Joe Hutchinson, Michelle Catalina, Lucy Wallace, Ron Ostberg, Jim Breslauer, Al Combs

11/19 Forum Prep

- Chef Paul all set to provide refreshments. TC to submit costs to JH
- Room Setup - Request chairs to be delivered by DPW.
- Will Easels, Flip Charts, Markers be provided by Brown Walker? Town has 5 easels, and bags of markers from MBS
- How are the breakouts going to go? MPSC to be trained as facilitators on Thursday @9am. Request even spread amongst public of working groups to prevent from being dominated by one person
- Do they need a screen, do they need a projector?
JH to contact Brown Walker to determine their needs.
- Opening and closing Wrap up statement by JH is critical - RO is going to help JH craft the intro. JH We must speak in very simple terms of the process, the opportunities and threats and how to address them. Pitch to include that we are going back to ATM to ask for more money to deal with the issues raised in Phase 1. And lastly to THANK people for their input.
- JH to Contact Cable. Beginning/wrap up most valuable. Probably not recording the working session. Request rebroadcast of sessions on TV.
- LW stated Mailer should land Tuesday.
- Advertising. This week's ad was too small. JH wants to add something to the notice board. Will try for next week to put it on the back page.

Electronic communications strategy -

MPSC Website Discussion

- What do we "need to do" vs. who are we trying to reach and with what mediums.
- TC stated that website is an information source for the project beyond and in between face to face meetings and to back-fill the newspaper articles. It is operational at www.harvardplan2012.org
- RO suggested using the web to post Working group reports - summary statements this is what we have discovered, this is what we think - perhaps post a definitive comment period to respond to a specific item rather than offer a blog format. Keep questions narrow in scope and narrow in what your are asking for. Inputs by emails or other contacts can be gathered up and read as input to specific working groups.

MPSC Email Address

- RO - To be engaging in a conversation, there needs to be a sense of responsibility to be knowledgeable. Where do I go to find the context of the question that is being

proposed. All inputs should be acknowledged - however they need to be digested by the committee and/or community to determine if a response is necessary to prevent conversations plunging down a rabbit hole that is counter productive.

- JB Suggested regular reporting of commentary - to working groups.
- Committee agreed to limit blog capability now and focus on content. TC will tighten up Website - Site will have email address for inbound mail, limit blogging for now.
- Regarding email box harvardplan2012@gmail is operational. TC to set up automatic responder - "thank you for your message".
- Editorial review of inbound email needs to be assigned and shuttle inbounds messages to working groups. Any outbound response will be from the Committee not an individual.
- Building Email list for announcements and to build list for surveys. LW to work with TC to build emailer database and collect names at public forum.

Town Website Review

- JH to contact Julie to amend. Request to remove bidders data. Membership liaisons reviewed.
- Purpose of Town site is for postings, agenda, minutes and composition of committee. Link to MPSC site to be provided on town page.

Working Groups to be developed

- Stakeholder interview groups are the beginning of working groups. JH wants to use the interview groups as the CORE, reach out to the boards and individuals.
- MC wants to know who is the contact for each group, is it the MPSC person, or someone else? JH says MPSC person. RO is doing energy/conservation. JH will take Devens. JB will take Housing. LW will do demographics. AC will do C district. TC will do shared services. MC on town center.
- Brown Walker will be responsible for formulation of the issues with input from MPSC.

Follow up Q's for Brown Walker

- RO and AC want the consultants to make us a flow chart of tasks for the project. JH will ask them for it.

Meeting adjourned 9pm

Minutes drafted by TAC