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## TOWN OF NEWTOWN

### Minutes

The Charter Revision Communications Ad Hoc Committee met on Thursday, July 28, 2016 in Meeting Room One of the Newtown Municipal Center. Committee Chairman Judit DeStefano called the meeting to order at 7:02 pm.

PRESENT: Ms. DeStefano, Mr. Capeci, Mr. Lundquist, Ms. Zukowski present via skype call, Brian Hartgraves; Former Chair of the Community Center Commission (CCC)

VOTER COMMENT: None.

#### MINUTES:

MR. CAPECI MOTIONED TO APPROVE THE MINUTES OF 7/21/2016. MR. LUNDQUIST SECONDED. MS. ZUKOWSKI HAD NOT RECEIVED/REVIEWED MINUTES. MR. CAPECI WITHDREW MOTION, MR. LUNQUEST WITHDREW SECOND.

#### INFORMATION FROM CCC

Brian Hartgraves gave an overview of the CCC's outreach activity to engage the community and inform voters of progress, including:

- (1) Arts festival booth with signage, handouts, surveys on tablet. The survey was launched around the same time;
- (2) Mailer for awareness building, with link to survey;
- (3) Public forums. Publicizing through Bee, articles and advertisements for forums;
- (4) Social media. 700 likes on Facebook (FB) page. Video posted to page got good feedback. Information disseminated on other FB pages frequented by town residents;
- (5) Commission members wrote letters to the Bee editor (limit of 1 per week; 2 per month);
- (6) Yard sign campaign, get out the vote. Approved by legal;
- (7) Press conference. The Bee and Voice attended. Written up only in the Bee.

Consistent brand and message are important. Mr. Hartgraves will forward breakout of cost (attached) and list of FB pages monitored.

#### NEW BUSINESS

We should review cost of items and itemize approximate cost of each activity. Can expect \$6-8K including one town-wide mailer.

Discussion of participation in Sept. 17 and 18 Arts Festival and Labor Day parade. For arts festival, will need poster/banner; handouts; palm (business) cards. Cost will have to be approved.

Discussion of value of postcard/mailer, and what information will be included. Need for logo discussed. Sept 5. internal deadline for card mailer proposed.

MS. ZUKOWSKI MOTIONED TO RECOMMEND TO THE LC THE FOLLOWING WORDING FOR THE FIRST CHARTER REVISION BALLOT QUESTION: "SHALL THE CHARTER BE AMENDED TO PROVIDE THAT THE 7 MEMBER BOARD OF EDUCATION INCLUDE A

MAXIMUM OF 4 MEMBERS FROM ANY ONE POLITICAL PARTY INSTEAD OF THE CURRENT 5 MEMBERS?" MR. CAPECI SECONDED. ALL IN FAVOR.

MS. ZUKOWSKI MOTIONED TO RECOMMEND TO THE LC THE WORDING FOR THE SECOND CHARTER REVISION BALLOT QUESTION AS PROVIDED IN THE JULY 21 MINUTES AND AS FOLLOWS: "SHALL THE REMAINING CHARTER AMENDMENTS ADOPTED BY THE LEGISLATIVE COUNCIL ON \_\_\_\_\_ BE APPROVED, NOTWITHSTANDING THE RESULTS OF QUESTION 1 ABOVE." MR. CAPECI SECONDED. ALL IN FAVOR.

There was concern that the word "notwithstanding" may be confusing for some, but it was considered the best option.

There was discussion regarding where commission's minutes are being posted. Currently they are being posted under Charter Revision Commission which may be confusing/hard to find as that commission is no longer active. They would be better under LC minutes or as stand-alone committee. Ms. DeStefano to follow up with Clerk's office for best option.

Ms. DeStefano to follow up with Mr. Grogins - Is there a limit to length of explanatory text wording?

Review of explanatory wording on Acquisition and Disposition of Real Property (current draft attached). Ms. DeStefano concerned there is too much detail included and people won't take the time to read if sum of explanatory text is too lengthy. Ms. Zukowski feels some people will want the detail. Consideration of several versions – one for distribution with ballot, one for distribution in advance (as part of up-front communication efforts) or several (ie: for electronic use - truncated text with link to more detailed explanation). Ms. Zukowski will continue refining section.

Review and editing of Appropriations/Town Meetings (current draft attached). The decision was made to separate out Elimination of Town Meetings to its own section. Ms. DeStefano will continue refining Appropriations section.

For continuity and ease of use, formatting for each section will be as follows with room for modifications as needed: Why? / Proposed Charter / Existing Charter / Considerations

Ms. DeStefano to follow up with Ms. Jacob: When does explanatory text need to be approved by LC in advance of Sept. 8 deadline? Sept. 7 leaves no time for revision but could be a 'working' meeting; or is special LC meeting on Wed 8/31 a possibility?

VOTER COMMENT: None.

With no further business, Mr. Lundquist motioned to adjourn at 11:22 and Mr. Capeci seconded.

Respectfully Submitted,

Judit DeStefano  
Chairman, Charter Revision Communications Committee