

City known as the Town of Greenfield, Massachusetts

Sustainable Greenfield Implementation Committee

Minutes

114 Main Street

Thursday, April 2, 2015

Members present: Carole Collins, Nancy Hazard, George Touloumtzis, Ashli Stempel, Tara Kurland, Mark Maloni, Don Ouelette –Quorum Reached

Others Present: Laurie DiDonato

Absent: Kurt Richardson, Louise Amyot

Meeting Called to order 4:35pm

Approval of minutes:

March 2015 minutes – Nancy and George had several changes to the minutes. Mark made motion to approve amended minutes, seconded by George. 6 approved, Don abstained.

Old Business:

Communications Plan: Ashli

- Mission Statement: There was discussion on clarifying the Mission Statement Ashli derived from the master plan. “To preserve the small-town heritage of Greenfield, while embracing changes that will allow sustainable renewal of the Town as the economic and cultural hub of the region.” It was determined that this statement is for the Plan and not the SGIC, and its purpose in the context of the Communications plan is to keep the committee on track as it implements and promotes the Master plan. It was also decided the SGIC does not need its own mission statement; it’s function and objectives are written into the ordinance that created it.
- Goals and Objectives: Goals: lofty intentions Objectives: concrete actions to achieve goal and should be measurable. There was discussion on what these are for the Communications Plan.
 - Goal: Track what parts of the master plan are moving forward
 - Objective: Set up system with partners for reporting progress – April Budget reports are a good place to start. Carole has list of Department heads she will give out. We need to be careful not to over communicate or play the role of enforcer. Keeping the plan in conversation and emphasizing how it can further partners’ goals is a key strategy.
- It was confirmed that the community is the primary audience and town departments are our partners
- When and How to Communicate: Discussed 5 possible ways
 - Facebook – Sustainable Greenfield site- Ashli would like to take charge of this. Maureen Pollack currently has access so Ashli will contact her to get access.
 - Annual Report- Similar in style to the plan itself showing all progress.
 - Press Releases- quarterly to report on big accomplishments

- Newsletter- it was decided we don't need our own newsletter, but can make use of those of our partners' such as the library or recreation department. This strategy will mean more flexibility and less work and will facilitate communication with partners.
- Webpage- There is a current page on Town website. There was discussion on whether an outside website or a Tumblr would be better. It was decided we need a webpage to direct people to from social media, but we can use and expand on the town webpage rather than create something new.

Ashli will compile this information and work on more details around frequency of communication.

Follow-up on past meeting action items: Carole compiled action items from past meetings to make sure progress was being made.

New Business

Going Green Quarterly – Carole started discussion on the possibility of an advertisement in this quarterly magazine from the Greenfield Recorder. It was agreed this was too expensive and it would be better to communicate through written articles.

High School Environmental Club and Open meeting law- Nancy proposed working with a high school environmental group as it would provide an opportunity to get information to the public. Action would need to be taken before the next meeting, so there was discussion on how this could be accomplished within open meeting law restrictions. It was clarified that Open Meeting Law does not allow a quorum to deliberate or make decisions outside of an open meeting, which includes email communications. Information can be shared only. However, if there is less than a quorum, there are no restrictions. Therefore it was determined work can be done between meetings with small working groups of less than 6 people. Nancy will recruit a few people interested in helping with the high school project to work with her.

Committee Structuring- There was some discussion on whether we need to change or lengthen the meeting time, but it was decided that was not necessary. Nancy would like to better structure how the committee will get progress reports from different departments working on the Master Plan. She would prefer progress reports during the meeting so the committee can give input, rather than receiving written reports, and also feels written reports might be too much of a burden on our partners. Several ideas were put forth: We can use the Annual budget reports as a starting point to see what each department is working on. DPW, and likely other departments, send monthly reports to the mayor, so we may be able to get access to these as well. If there is a need to hear from someone, we can invite department heads to meetings at certain points for updates. Don will give a DPW update at our next meeting.

Cyclist Safety Legislation – George called attention to 2 pieces of state legislation on cyclist safety, endorsement of which is an implementation point in the Master Plan. There was discussion on how best to do this. It was decided that, rather than have town government make an official endorsement to the state government, it would be better to educate the public via Facebook so that they can contact their legislator. It is important in these situations to just educate rather than advocate. The committee does not need to approve all Facebook

communication, but Ashli will be handling Facebook posts and will make sure items are relevant to the master plan.

Announcements

Mark put forth the amendments to the SGIC ordinance and the snow removal ordinance in the Town Council meeting. They are now going to be discussed at the next A&O meeting on April 6(13), 6:30 pm at 114 Main Street. Mark cannot be there for the whole meeting. Nancy offered to go to speak to the amendments.

Carole moved to adjourn, Mark seconded, unanimously approved. 6:05pm.