

Meeting Minutes – DRAFT

Hartford Town & School Meeting Committee

Wednesday, June 8, 2022

5:10 PM to 6:13 PM

In Attendance:

Committee Members: Ryan Scelza (Chair), Adam Ricker, Susan Manley (Clerk), Emily Santaw, Nicki Boyle

Community Members: Paula Nulty, Lisa O'Neill

5:10 PM Call to Order

- Approval of May 4, 2022 Meeting Minutes

Re-brand mailing discussion

- Agreed to font and date changes for 2023 town and school meeting cycle postcard
- Agreed to potentially rebrand mailing for 2024 town and school meeting cycle postcard
- Agreed to limited strategic placement of roadside signs
- Agreed to use postcard for all publicity in lieu of postcard plus poster

Even coordination discussion

- Discuss options to coordinate tasks up through 2023 Town Meeting Day
- Discuss assigning tasks to owners
- Discuss finalizing dates, times and locations for all meetings
- Discuss logistics of mailing postcard to limited number of Hartford residents with zip codes outside of Hartford
- Discuss timeline for reserving/securing locations for Information Night; Budget/Candidates Night; Town Meeting Day
- Discuss logistics and contacts for event coordination for Information Night; Budget/Candidates Night; Town Meeting Day
- Discuss timeline for securing/coordinating AV company
- Discussed logistics of engaging Town Committees at Town Meeting

Marketing Efforts/Channels

- Discussed logistics and timeline for finalizing postcard; mailing postcard to Hartford residents
- Discussed coordination of soliciting topics of interest from the community for presentation and discussion at Information Night; Budget/Candidates Night
- Discussed marketing channels to include list serv; Facebook; community group social media; Valley News; WCAX;

6:13 PM Meeting Adjourned

Meeting was adjourned by unanimous consent

Minutes by Susan Manley (clerk)