

MINUTES
COMMUNICATIONS COMMITTEE
Wednesday March 13, 2024 4:00 p.m.

Hybrid Meeting

Item 1. Call to Order. Meeting was called to order at 4:00pm.

Item 2. Roll Call. In attendance was April Sither (Chair), Donald Cushing, Jon Anderson as well as Liam Gallagher (Asst. Town Manager), Allison Carrier (Communications Manager) and Nick Cloutier (Town Assessor).

Item 3. Approval of Minutes from February 14, 2024. J. Anderson moved a motion to approve the minutes which D. Cushing Seconded.

Vote: 3 Yeas.

Item 4. Discussion of authors and topics for upcoming Council Corner articles. For 03/15 Donald Cushing submitted an article on the direction the communications committee is going in. A. Sither will follow up with ‘The leader’ about articles as well. On April 1st J. Anderson will submit an article on Finance updates, April 15th will go to D. Hamill and D. Cushing will submit an article on May 1st. A. Sither will have a back up article for 04/15 related to the school committee.

The Committee spoke on the difference between Persuasive Communication and Informative Communication.

J. Anderson moved a motion that he will write the Council Corner article on April 1st in regards to the revaluation and budget. Karin Shupe writing May 1st as a follow up on finance and Donald Cushing as her backup. Don Hamill will write April 15th article with April Sither as a backup on the School Building Committee. D. Cushing seconded this motion.

Vote: 3 Yeas.

Item 5. Approval of Committee Goals. J. Anderson moved a motion which D. Cushing seconded to approve the Committee Goals.

Discussion among committee members ensued.

Vote: 3 Yeas.

Item 6. Discussion of Communications Policy (15 minutes). D. Cushing suggested they set a list of items that need to be added. J. Anderson stated on the difference between the various example policies and what he thinks Scarborough’s Communications Policy should look like. A. Sither will draft an outline for discussion for next meeting.

Item 7. Discussion of Budget Communications (25 minutes). A. Carrier provided a chart on FY24 Budget Communications Plan for Town & School which she did disclose are premature at this time. She explained what the chart represents and how it will help the community to engage in upcoming meetings. Discussion ensued.

Item 8. Discussion of revaluation Communications (15 minutes). A. Carrier provided 2024 Revaluation Communications Timeline and explained. N. Cloutier shared his plan to roll out revaluation notices. Conversation among committee members and N. Cloutier. J. Anderson asked if when bills get mailed out they can add an explanation of why an increase affected properties tax bills. N. Cloutier suggested an additional generic insert.

Item 9. Public Comment.

Jim Pritchard of Maple Ave, suggested that the Town try and explain why property taxes went up as well as explain what the increase will affect.

Conversation ensued among committee members as well as N. Cloutier.

Item 10. Future Agenda Items.

- Standing Business
- Policy

Item 11. Adjournment. Meeting was adjourned at 4:29pm. Motion moved by D. Cushing, seconded by J. Anderson.

Vote: 3 Yeas.

Respectfully,

Katie Duross (Deputy Town Clerk)

