

AGENDA
Communications Negotiations Committee
Hybrid Meeting

Wednesday, May 8, 2024 – 4:00pm

TO VIEW THE APPOINTMENTS/NEGOTIATIONS MEETING & OFFER PUBLIC COMMENT:

<https://scarboroughmaine.zoom.us/j/88081848679>

TO VIEW THE APPOINTMENTS/NEGOTIATIONS MEETING ONLY:

<https://www.youtube.com/watch?v=m3gWjS1LLqM>

Item 1. Call to Order.

Item 2. Roll Call.

Item 3. Approval of Minutes: April 10, 2024.

Item 4. Discussion of authors and topics for upcoming Council Corner Articles (10 minutes).

Item 5. Discussion of Revaluation Communications (30 Minutes)

Item 6. Discussion of Communication Policy.

Item 7. Public Comment.

Item 8. Future Agenda Items.

Item 9. Adjourn.



[DATE]

Property ID:
Parcel Location:
Map/Lot:

***** THIS IS NOT A TAX BILL *****

NAME 1
NAME 2
ADDRESS 1
ADDRESS 2
ADDRESS 3

Subject: **Revaluation Notice**

Dear Property Owner,

The Town of Scarborough has completed its revaluation of all property. Your new assessment is based upon the estimated full market value as of April 1, 2024. This new value will affect your upcoming fall tax bills for half-year installment payments due October 2024 and March 2025.

IMPORTANT: THIS IS NOT A TAX BILL: You will receive your first FY25 tax bill this fall.

ASSESSMENT INFORMATION: Please see the enclosed flyer which highlights various ways to cross-check your new valuation and property records for accurate information.

INFORMAL REVIEW HEARING: Informal hearings are available to review assessment data. A change in value will be considered if the owner can demonstrate that the appraised value exceeds the market value. If you believe this assessment does not represent fair market value of your property, we respectfully request that you contact the Assessor's Office for an informal hearing via one of the following methods:

1. **Email (Preferred):** Email an explanation to us at reval@scarboroughmaine.org. Upload relevant documents, if applicable.
2. **Phone:** Call us at **(207) 730-4060** between 7:00 a.m. and 5:00 p.m., Monday through Thursday to schedule a phone hearing. If you reach voicemail, please leave a brief message with your name, address, telephone number and email address, if applicable. Please also include your preferred availability (days/times of day) for a phone hearing. We'll strive to return all calls and respond to emails within 5 business days. Initial phone hearings will be scheduled **by appointment only** from June-August and conducted in **20 MINUTE** blocks to serve the most people.

***** There will be an opportunity for a second round in-person hearing, as needed. *****

REASONABLE ACCOMMODATION REQUESTS: If neither phone or email are effective ways to communicate for certain residents, arrangements will be made to provide alternative accommodations on a case-by-case basis.

Sincerely,
Nicholas Cloutier
Town Assessor

***** SEE BACK PAGE *****

Assessing Department

259 US Route One | PO Box 360 | Scarborough, Maine 04070 | P: 207.730.4060 | scarboroughmaine.org

Town of Scarborough Communication Policy Outline

This outline is derived from a review of City and Town Communications Policies from the US and UK. Its intent is to provide structure for the Communication Committee's discussion as we develop a communication policy for consideration and adoption by the full council. Its an elephant. But we can eat it one bite at a time.

Ultimately the goal of creating a communication policy is define how our town government intends to inform, engage, and involve residents on matters of importance to them, specify roles and responsibilities and describe methods of measuring the effectiveness of our efforts against our goals.

I. Principles/ Values - Governing All Town Communications

e.g. Transparency, Accuracy, Informational vs. Persuasive, Tone

Inclusive, fair, plain -spoken, prompt, courteous, respect, accessible, relevant, factual, two-way.

II. Goals:

Establish communication goals of the Town Council with respect to:

- Informing the community about issues coming before the council
- Encouraging and increasing public participation and engagement
- Providing timely and accurate information to residents
- Ensuring transparency
- Promoting a positive image of the town and its initiatives
- Developing/Increasing a sense of community
- Needs of various segments of the community
- Listening and Understanding
- Other

III. Roles and Responsibilities

A. Define the responsibilities of the Town Council, Town Council Leadership, Communication and Engagement Committee and Individual Town Council Members with respect to:

- Setting annual communication objectives for continuous improvement.
- Ensuring that goals are met.
- Communicating decisions, policies, and legislative matters to the public.
- Engaging with residents, attending public meetings, and addressing concerns.
- Interacting with local media outlets and providing official statements.
- Monitoring and managing official social media channels.
- Responding to emails address to all council members
- Ensuring timely communication during emergencies or crises.
- Providing direction and oversight to town management regarding communications

B. Specify the communication responsibilities of Town Management including:

- Communication planning to ensure measurable progress towards achieving communications goals.
- Operational Communication, disseminating information related to town services, programs, and events.
- Internal Communication Ensuring effective communication within town departments and staff.
- Website and Public Notices Maintaining an updated town website and posting official notices.
- Public Relations Representing the town in external forums and building positive relationships.
- Crisis Communication Developing protocols for communication during emergencies.
- Budget and Financial Communication Explaining budgetary decisions and financial matters to the public.
- Lobbying and Advocacy

IV. Audiences

Examples include.

- Residents
- Area-based groups – neighborhood assoc.
- Clubs and organizations
- Faith-based groups
- Racial, ethnic and cultural groups
- local community and voluntary groups
- web-based or virtual groups.
- statutory partners, other cities and towns, state gov
- businesses
- visitors

V. Communication Channels

Describe the various communication channels used by the town and how they are used to accomplish communication goals. (Channel Matrix matching the type of coms with the channels used.

- Community Surveys
- Town Website Content management, news updates, and event calendars.
- Town Smart Phone Application
- Community TV – YouTube
- Official town profiles on platforms like Facebook, Twitter, and Instagram
- Regular Newsletters for residents.
- Email List
- Me mail – showing u
- Text Alerts or updates
- Press Releases Official statements to the media.

- Public Meetings Town Council meetings, workshops, and public forums.
- Emergency Alerts Systems for urgent notifications
- Individual Town Councilors and Officials
- Town Employees

VI. Compliance and Accountability

- Establish criteria for effective communication.
- Establish a review process for continuous improvement.

**TOWN OF SCARBOROUGH
2024 PROPERTY REVALUATION NOTICE**

TOTAL PRIOR ASSESSMENT

\$000,000

TOTAL NEW ASSESSMENT

\$000,000

New assessed value based upon the estimated full market value as of April 1, 2024.

ASSESSMENT AND PROPERTY TAX INFORMATION			
TAX YEAR	ASSESSMENT	TAX RATE	ANNUAL TAXES
2023–2024 (FY 24)	<i>Prior Assessed Value:</i> \$400,000	15.97/\$1,000	
	Exemptions: (23,500)	<i>or</i>	<i>*Total:</i>
	Taxable Value: \$376,500	x 0.01597 =	\$6,012.70
2024–2025 (FY 25)	**New Assessed Value: \$612,000	Est. 10.99/\$1,000	
	Exemptions: (25,000)	<i>or</i>	<i>Est. Total:</i>
	Taxable Value: \$587,000	x 0.01099 =	\$6,451.13
<i>*If you were enrolled in the State’s 2023 Stabilization Program, your actual (reduced) tax bill: \$ #,000 (or N/A)</i>			
<i>**The assessed values are subject to change before being finalized at tax commitment in late August</i>			

***** NOTICE *****

FY25 Tax Projections Subject to Change

The FY25 Tax Rate and Estimated Taxes are projections only and will not be finalized until tax commitment in late August.