TOWN OF SCARBOROUGH, MAINE

MINUTES
Communications Committee
Wednesday, December 11, 2024 – 5:30pm

Item 1. Call to Order. Councilor Cushing, called the meeting to order at 5:30pm

Item 2. Roll Call. Committee members Councilor Donald Cushing (Chair), and Councilor Jonathan Anderson were present. Liam Gallagher, Assistant Town Manager and Allison Carrier, Marketing and Communications Manager was also present. Councilor Scott Doherty arrived late.

Item 3. Public Comment. None at this time.

Item 4. Approval of Minutes: September 11, 2024 and October 9, 2024. Motion by Councilor Anderson seconded by Councilor Cushing, to move approval of the September 11, 2024 and October 9, 2024 meeting minutes as written.

Vote: 2 Yeas. Motion Passes.

Item 5. Council Corner Themes and Assignments. Discussion ensued between Committee members, Liam Gallagher, Assistant Town Manager, and Allison Carrier, Marketing and Communications Manager.

- In the past Council Corner articles were based on volunteers or someone was assigned. This year, the plan is to have an umbrella topic;
- Organize Council Corner articles in the Leader around a theme—Growth;
- Committee will be assigning submission dates well in advance and will suggest topics that may be consistent with the Councilor's expertise and interests.

Councilor Doherty arrived at the meeting.

Item 6. Communications Committee 2024-2025 Goals. Discussion ensued between Committee members, Liam Gallagher, Assistant Town Manager, and Allison Carrier, Marketing and Communications Manager.

- Identify and enhance communication strategies that measurably increase the public's engagement and understanding of critical issues;
- Improve Council/Town communications to enhance understanding of Council decisions. *(Carrying over from last year);*
- Support public awareness of the proposed school solution prior to a November referendum.

Item 7. Determine Regular Meeting Time. 2nd Thursday and possibly switch with Finance to an earlier or later time.

Item 8. Town Staff Communications Updates. Liam Gallagher, Assistant Town Manager, and Allison Carrier, Marketing and Communications Manager provided the following updates:

- Transportation Study;
- Open Space Plan—draft coming soon;
- Bring Wetland Setback and Mobile Food Ordinance to light as they are being brought forward now;
- Website app add on that will function with the website—will share the information with the committee.

Item 9. Future Agenda Items.

- Council Corner Themes and Assignments

Item 10. Adjourn. Motion by Councilor Anderson, seconded by Councilor Cushing, to move approval to adjourn the regular meeting of the Scarborough Communications Committee.

Vote: 3 Yeas. Motion Passes.

Meeting adjourned at 6:36pm

Respectfully submitted,

Kristen Barth
Deputy Town Clerk