

Southborough ARPA Committee
March 3, 2022
Virtual Meeting held via Zoom

Voting Members Present: Andrea Hamilton (Chair), Meme Latrell (Vice Chair), Tim Martel, Joe Palmer, Anne Rubenstein, John Wood

Non-member Speaker: Matt Probst (Chair MTC), Mary Ann Anderson

I. Review Fund Request Log

a. Review request log

Due to a revision indicating that a potential tax increase may be lower than what was presented to the committee at the last meeting, when the committee passed a motion recommending the Select board apply \$400,000 of ARPA money to cover the DPW Road expense in the prospective 2023 budget and \$100,000 of general money toward other town projects in the budget in an effort to lower any tax rate increase, the Committee debated and decided to make no further determination on the recommendation till there was more clarification on the matter.

Committee went through submitted items. Questions were once again raised about how to handle suggestions without formal proposals or project holders. Some projects in DPW arena/purview were referred to the DPW for any relevant information. Consensus was that all submitters and entities should be made aware the ARPA Committee would be reticent to approve any submission that would create a permanent staffed position. No decisions were made about listed items, and all matters would be again taken up at a later date.

b. Discuss if any additional organizations should be solicited for requests

Outreach would be in efforts to further the PR plan discussed later in the meeting, and in an effort to flesh out proposals on the Request Log.

II. Community outreach discussion (vote may be taken)

Ms. Rubenstein was thanked by members for her work with Mr. Probst and the MTC on the survey, as well as for the creation of the public relations materials under discussion. Ms. Rubenstein expressed thanks to Mr. Probst for all his efforts.

Discussions listed below considered the timing, access, signage location, message, and audience of the PR campaign to maximize the effectiveness, response rate, and communication channels between the Committee and populace.

The banner appearing on the front page of the southboroughtown.com website would also be investigated for use by the committee for the survey and ARPA town forum. Ms. Rubenstein was endorsed to investigate details and text on behalf of the Committee.

a. Review outreach that will be done as part of the Town Survey

Format and general content was discussed. A prioritization question format was generally favored for further examination, with content to be finalized at the next meeting. The survey would prospectively be open for 3 weeks, likely beginning in the second week of March. Actionable data should be available in 1 week after closing of the survey.

b. Review mysouthborough.com write up

It was decided that flyer information prepared by Ms. Rubenstein could be easily modified for the purpose. Ms. Rubenstein was endorsed by members to finalize details and text on their behalf.

c. Review every door mail drop

It was decided that with edits the flyer information could be used. Mr. Wood expressed he had information and a vendor from a previous mailing which could be used, and previous experience was that the mailing might cost in the \$800 range. Ms. Rubenstein was endorsed by members to finalize details and text on their behalf, with Mr. Wood overseeing the printing and distribution logistics.

d. Review DPW sign

There was discussion of text iterations, locations, and duration the sign could be utilized. Ms. Rubenstein was endorsed by members to finalize details and text on their behalf.

e. Additional community outreach discussion as needed

In response to public input, Mr. Probst volunteered to look into options of providing technical access to the survey and assistance, to aid seniors in the community who lacked technical access. That did not rule out the option of making hard copies of the survey available to those who could not access online, only to see if that need could be minimized.

III. Survey discussion (vote may be taken)

a. Review sample survey templates

b. Discussion on what to include in survey

Format and content was discussed in general terms. A prioritization question structure was generally favored, with content to be finalized at the next meeting.

IV. Next Steps

Continue process on developing PR, outreach, request list material, and evaluation tools.

V. Administrative business

a. Vote on Minutes of February 17, 2022

b. Vote on Minutes of February 24, 2022

Mr. Wood made a motion the minutes be accepted as written. Seconded by Mr. Palmer. The Committee voted 5-0-1 by roll call vote to approve the motion. [Hamilton, abstain; Latrell, aye; Martel, aye; Palmer, aye; Rubenstein, aye; Wood, aye].

VI. Unfinished Business

None

VII. New Business

a. Public Comment

A request to recognize and possibly prioritize projects (ie. Senior Center) based on how long they have been awaiting funding.

b. Next meeting

Thursday, March 10, 2022 7:30pm

VIII. Adjournment

Mr. Palmer made a motion to adjourn at 9:26 pm. Seconded by Ms. Latrell. The Committee voted 6-0 by roll call vote to approve the motion. [Hamilton, aye; Latrell, aye; Martel, aye; Palmer, aye; Rubenstein, aye; Wood, aye].

Minutes submitted by Joseph Palmer Committee Member.

Documents Referenced During Meeting:

- 1) Funding Request Log as modified by the Chair prior to 3/3/22
- 2) Flyer, Survey, Signage examples provided by Ms. Rubenstein and Matt Probst for discussion.