

# ARPA\$ Outreach Committee

6 - 7pm 1APR2022 (Mtg#7 - remote)

In attendance: Merry Shernock, Stevie Balch, Rebecca Haines Pearish, Mark Fouriner, Clare O'Shaughnessey (Unable to attend: Cara Sargent) There were two drop-ins.

## TOPICS COVERED

**FACT SHEET & POSTER:** The committee reviewed draft#3 and decided it should be designed as a tri-fold pamphlet to be distributed at the kiosk/easels and in utility bills. It will be B&W and will include a QR Code to the Survey. **Rebecca** will do this.

Meanwhile, **Stevie** will create a separate **POSTER for the Kiosk/Easels**. (poster: "eye-catching" with colored background and simple content that focuses on soliciting input from Northfield residents).

**Merry** will contact Middle School Current Events faculty to ask for help getting student input; e.g. surveys? Meetings? Class discussion?

**Anastasia** will set up the social media PR campaign starting with a FB page (**Merry=admin**). There will also be news releases to local papers + FPF postings. Anastasia will need help with that. How can we use morning announcements and the principal's daily email? (Can **Cara Sargent** help us?)

**KIOSK/EASELS:** 1) will move around town (TBD: how many? Schedule? Size?)

2) will include pamphlet/fact sheets to take away

3) will include paper surveys (upon completion put in drop boxes Municipal Bldg & BPL)

**ARPA SURVEYS:** After discussing form (open-ended -vs- forced choice) and the number to expect, committee members decided to **hammer this out on 8APR**. (the 1st draft is attached)

**IN-PERSON COMMUNITY MEETINGS:** Committee members reported on conversations with hosts and the following schedule for **SPRING MEETINGS** was set:

**FALLS GEN STORE (FGS): 4JUN (Sat) 11:30-1pm (upstairs yoga room)**

**The WOODS: 23MAY or 6JUN (Mons) 5:30-7pm**

**United Church - not settled yet**, but probably will be on a Sunday after services

FALL SITES (American Legion & Senior Center = TBA)

Virtual options: Should we have a final "virtual meeting" at the Community Rm?

Can we make some or all of the Community Mtgs "HYBRID"

**NEXT MEETING: 8APR2022 6PM** (remote)

**ACTION ITEMS:** see above