

**Meeting Minutes**  
For the  
7 PM, 12/7/17 Meeting  
of the  
**Board of Finance Communication Sub-committee**

**Attendees:**

Bruce Dutch  
Todd Gelston  
Cindy Varricchio

**AGENDA**  
For the  
12/7/17 BoF Communications Sub-committee Meeting  
7 PM at the Annex

- Brainstorm and discuss potential communication vehicles and strategies for the Board of Finance
- Select a communication strategy for recommendation to the Board of Finance
- Create a first pass at the schedule for implementation of the recommended strategy
- Other items as necessary

**DISCUSSION**

The meeting started with a discussion about the purpose, execution and priorities of communication. The discussion also included the potential vehicles to be used in the execution of a good communication plan. The attendees brainstormed a list of “communication kernels” to help create an action plan with priorities. The list of “communication kernels” is as follows:

**BoF Communication Kernels\***

1. Use communication to increase public participation in financial decisions at Board Meetings, Town Meetings and Referendums.
2. Keep the communication as simple as possible and as timely as possible.
3. Recognize and use all of the available communication conduits such as:
  - Meetings such as – Board, Sub-committee, Workshops, Public Hearings, etc.
    - Encourage people to attend
  - One source of documented information for meeting minutes, financial reports, key decisions by the BoF, etc.

- Use the Town Website as the one source (Social Media can point to Website)
4. Inform and educate the citizens on Town Financial matters.
    - Roles and Responsibilities of the BoF
      - Use the Text in the “Handbook for Connecticut Boards of Finance”.
        1. Write a readable summary of the key text.
    - At regular meetings address the “Big Issues” as well as the day-to-day items. Big Issues are such as the Libraries, Transfer Station, etc.
  5. Communicate periodically such as:
    - Once a Quarter - Town Events Magazine
    - Once a month – East Haddam News feature
    - Once a week – East Haddam News feature
  6. Create, update and publish a Calendar of Financial Events.
  7. Allow Public Comment at BoF Meetings – Provide two Agenda items at each meeting similar to that for the BoS Meetings.
  8. Make sure that citizens receive a timely response to their questions.
  9. Organize, plan and communicate the meeting schedules, decision process and deadlines for the Budget Season Operation.
    - Start with a “Kick-off” Meeting
      - Set and explain the Financial Goals for the Budget
      - Seek input from the citizens at this “Kick-off” meeting
      - Explain:
        1. Budget Review Schedule, Communication Plan, Work Plan, and Meeting Plan
  10. Recognize that communication is words and actions.

\*Composed by the BoF Communications Sub-committee 12/7/17

After some discussion, it was realized that several areas need to be addressed as a priority. They are:

- Prepare for and advertise the “Kick-Off” Meeting for the Budget Season
  - Use different vehicles for advertising the “Kick-Off” Meeting
    - The Sub-committee recommends:
      - East Haddam News Notices, Ads or Articles
      - Town Website

- Posters
  - Social Media
  - Roadside signs (Lawn signs, A-Frames, etc)
    - Bruce and Todd volunteered to place
    - Cindy is to get cost quotes
- Prepare for the “Kick-off” Meeting following the steps outlined on Kernel #9.
- Configure the Town Website to be the single source for BoF Information
  - Todd G. is to ask Linda Z. to enable social media to point to and link to the website.
- Inform the citizens of the Roles and Responsibilities of the Board of Finance
  - Use the text of the “Handbook for Connecticut Boards of Finance”
    - Put a summary of the text on the Town Website
- Address the bigger issues at the Board of Finance Meetings as well as the day-to-day issues.
  - Start with a report on the Status of the Big Issues.
    - The Sub-committee recommends that the BoF picks just one big issue for a Status Report per BoF meeting.
    - Request the responsible leader / manager of the issue to present a Report to the BoF
  - Hear a success story for a large or small issue/task at each meeting.
    - Recommend one story per meeting.

The meeting closed with the above recommendations and actions.

Meeting Minutes written by Todd Gelston and approved by the Sub-committee.