Meeting Minutes for the
7 PM, 10/28/20 Meeting of the
Board of Finance Communication Sub-committee

APPROVED MINUTES

Members Present: Joe Corbett, Bruce Dutch, Todd Gelston
Staff Present: None
Guests Present: None

AGENDA
For the
10/28/20 BoF Communications Sub-committee Meeting
7 PM at the MOBC, Meeting Room #4

1. Call to Order
2. Approval of the Minutes – September 10, 2020 Special Meeting
3. Comments on the Storm Damage Repair Funding article
4. Discuss possible subjects for the next article
5. Select the subject for the next article
6. Schedule for drafting and publishing the next article
7. Communication Recommendations for the next Board of Finance Meeting
8. Scheduling for the next Meeting
9. Adjournment

DISCUSSION

Meeting called to order at 7:03 PM.

The attendees reviewed the meeting minutes for the 9/10/20 Meeting. Bruce Dutch moved that the meeting minutes as presented be approved. Joe Corbett seconded the motion. Motion was approved unanimously.

Next, the attendees discussed the Storm Damage Repair Funding article as printed in the East Haddam News. They asked if the print font could be larger and clearer as for the other articles in the EHN. The subcommittee members reminded themselves that the BoF is paying for the space. The members agreed that the "ad" price needs to be determined. How much more would it cost to increase the print space in order to accommodate larger font? Todd Gelston volunteered to ask Cindy Varricchio about the cost for a larger space that would accommodate the regular size font.

Next, the members discussed the potential subjects for the next article. After some discussion, the members decided that next article should be more about what FEMA is doing for East Haddam. This second article on FEMA will build on the September article. The second choice for the subject for the next article was the status of the Village Revitalization. The other potential topics for articles will be timely at a later date.

The subcommittee asked themselves what would be the information that the typical East Haddam reader would like to know regarding the FEMA activities and benefits for East Haddam. These are the nuggets of information that the members believed should be in the FEMA article:

- How was the "Quint" Grant applied for and won?
- The taxpayers need to realize that FEMA is a tremendous financial help to East Haddam. It is critical lay-out how much FEMA means to us.

- Explain what a Project would cost with and without FEMA help.
- We would have been purchasing a ladder truck without the FEMA Grant
- Explain the PPE Grant
- Describe and explain the FEMA Grant application process
- What are the FEMA cost savings for EMS?
- Make the "Quint" the highlight of the article
- Need a back story on the "Quint".
- Where are we on each FEMA Project?
- Provide a tip of the cap to the people that were involved in the FEMA Process for the "Quint" and other FEMA Projects.

Next, the members discussed the Tax Abatement Program for East Haddam Businesses. It was the Communications Subcommittee members' perception that many East Haddam residents do not know about it. It would probably be beneficial to write an article on the Program. The members proposed the following nuggets for the potential article as follows:

- Explain it as an investment.
- The program is statewide. It is not just in East Haddam.
- Helps to make East Haddam an attractive town.

The members would like to publish our next article in the 12/17/20 issue of the East Haddam News. Due to the close deadlines to meet the 12/17/20 publishing date, the members scheduled our next meeting for Wednesday, 11/4/20 at 7 PM in order to review the first DRAFT.

Meeting was adjourned at 7: 26 PM.

Meeting Minutes written by Todd Gelston.