

Minutes
Charlton Public Safety Building Capital Campaign Steering Meeting via Zoom
Thursday, August 6, 2020

Meeting called to order at 6:06 pm

Members in attendance were Noreen Johnson Smith, Karen Spiewak, Allison Jenkins, Lois Sugrue and Finance Committee Liaison John Grondalski. Steve Coleman was absent.

Minutes from the July 23, 2020 meeting were approved.

Members are to review the website www.CharltonPublicSafetyBuilding.com and report edits directly to Andrew Golas, Town Administrator.

Noreen will add the shield and website to the Trifold.

Allison announced that the Infinity Group has pledged \$25,000 per year for four year contingent on the November 3rd ballot question passing.

Lois reported that turnover donations to date was \$209, 850.

With the donation announced at tonight's meeting, the new total is \$309,850.

Karen announced that IPG Oxford has been solicited for a donation.

Karen will ask the Public Safety Building if they could contribute money for various signs.

Sign placement was discussed. One sign placed at the site of the new building. Another sign to be placed at Ted's Package store.

Other ideas discussed were badge design of Police and Fireman with the new building in the middle of the badge. Also, thermometer sign ideas using ladders or roads on antique truck.

At the August 20th meeting, members are to bring sign ideas along with suggestions to identify groups we can make presentations to.

Ask Steve to post on going donations on website with directive to donor form and on line brochure. Include old and new pictures.

Donor testimonials were suggested from those who have used the Fire/Police services and from the public in general.

Everyone can utilize the Facebook video repetitively in their personal Facebook pages.

An email list could be created to keep interested parties up to date on current information on the PSB.

Noreen will contact Police for group tour.

Noreen will announce new donation update at the next Board of Selectman meeting on Tuesday, August 11th. Allison will confirm the official name of the foundation prior to that meeting.

John volunteered to update the PSBCC planning calendar.

Karen will inquire if there is Public Safety Building monies for a campaign mailing which must go out by the third week of September due to early voting deadline.

Karen will also get pricing estimates for a mailing.

Publicity ideas were discussed. Inquire if it is possible to promote campaign on the Charlton Public Access Cable TV.

Run an advertisement in the Villager and/or Shopper with someone to underwrite the cost.

Neighborhood standouts were discussed along with creating a mascot for the standouts and outreaches.

Monique will identify local banks for solicitation.

Meeting was adjourned at 8:07 pm.