

Discussion about publicizing Library Meeting – March 10 “Celebrate Boxborough Bill”; Warrant Article: Becoming a Green Community; and EnergizeBoxborough.org

## **Celebrate “Boxborough Bill and promote Warrant Article**

Use as many communication vehicles we can think of:

Social Media

Next Door

FB

Evite

Boxborough Bee

Boxborough Buzz (COA)

Committees and Boards

BSC page on Town website

Need individuals to present to Select Bd, Finance Comm, EDC, Planning Bd. – need short presentation to take to these groups over next couple months. Will ask Kelly to make the presentation to SB and FinCom using her great 9 slides. Francie will send to Richard.

Methods to distribute:

Francie to work with Kelly Price to send to all Town Committees

Town News

Leadership Committee

Francie’s small list of emails of BSC interested parties

Affordable Housing person who has email list: Korrine Stephens

Friends of Library - Barbara

Minutemen - Richard

Council on Aging – Francie

Wowbrary – email that comes out, library advertises Library events in Action

Unlimited - Marjorie

UCC – via Glenis Hammel - Marjorie

Sandwich Boards – Transfer Station – Route 11 and Lib Sq Road -- Richard

Francie to send Richard “Boxborough Bill” Language and Green Communities info – Richard and Kathryn to write a 1-page flier of the Boxborough Bill and what it means to be a Green Community – due Jan. 25. This will keep everyone on the same page.

Discussion about whether to email out the Evite or the Green Social Media invitation – consensus seems to be Green Social Media version for general advertising, though Francie would like to send Evite to committees/boards.

## **EnergizeBoxborough.org**

Discussion about pros and cons of joining forces with Littleton Sustainability. They are interested in joining forces and will discuss with their SB and committee. They need financing agreement from Littleton.

Pro’s – Cross fertilization ideas, could provide help in keeping site alive and relevant. Could add more resources, both \$ and people. Would also help Littleton get up to speed more quickly.

Cons – If it is just a dash board, then just keep it Boxborough. Would require time on our end to coordinate and cooperate. Could divert attention from main goal of improving the site.

Problems with the site:

RG – feedback: it is a bit confusing, recommend 1. change pictures: make them call to action, 2. very simple description of what this site does, 3. Just top 5 Actions

Kate - Doesn’t feed back to users remind them to come back to site to keep going.

Barbara – Acton really sells their site and keeps it vital.

Kate and Barbara both commented that they have accomplished many/all of the top Actions listed on the site and may be more interested in Actions down the list or not even on the list.

This suggests that for the site to be useful to a broad range of households, it needs to have a range of options. Also, as the community progresses over time the site will need to add fresh actions to keep pace and avoid becoming stale.

RG states that first we need to make the site inviting, understandable and useful. Then need to sell it on an ongoing basis. Update as needed.

Consensus that BSC take the next steps in making Energize Boxborough more effective before joining forces with Littleton.

RG to write simple sentence that describes what the website does along with “call to action” pictures to everyone.

## **Action items:**

### **A. Celebrate “Boxborough Bill” and ask people to commit to support Green Communities Warrant Article**

We agreed on a number of ways to invite the community to join us to Celebrate “Boxborough Bill” (March 10) and to commit to support passage of Green Communities Warrant Article (ATM May 8-10). We agreed to use Boxborough Bee (Published March 3), COA Buzz, FaceBook, our Town Website page, NextDoor, Democratic Town Committee e-mail list, Library, Town News, and other methods. We will use sandwich boards at Transfer station and around town. At our February 8th meeting, or before, we will begin our marketing launch of both events.

We have an electronic flyer for Celebrate “Boxborough Bill” for social media and will use Evite to invite town boards/committees and people we personally know in town, along with Sustainability Friends e-mail list. We will give a 15-minute presentation to Select Board, FinCom, Planning Board, and Economic Development Committee. We will use Kelly Brown’s presentation and invite her to give it to SB and FinCom. We will also invite her to speak at Town Meeting.

1. **Richard and Kate:** Due January 25th. For Celebrate "Boxborough Bill" on March 10, 2023 and Warrant Article: one-page description of “Boxborough Bill” and reasons to pass Warrant Article to become a Green Community. To be added to invitation to the celebration on March 10th and to presentations to town boards/committee and townsfolk about what Green Communities has to offer the Town.

2. Reaching out with information using flyer and one-pager:

**Barbara:** Friends of Library

**Richard:** Minutemen

**Francie:** COA; Town committees

**Marjorie:** Library (Peishan: Weekly e-mail; Action Unlimited; Library events); UCC (Glynis Hamel)

3. **Richard** and **Francie** will figure out how to add/place a link and QR code in Evite and flyer to connect to ourTown webpage. Ask Becky Harris and Rajon to help on webpage end.

4. **Johanna**: ATM (circulate clipboard for sign up: to get names of interested people)

5. **Francie**

a) Invite Kelly Brown to give her slide presentation to Select Board and FinCom.

b) Set up dates for presentations to SB, FinCom, PB, EDC. Ask Committee Members to give PB and EDC presentations using Kelly's slides.

c) Ask Becky Harris to set up QR code that corresponds to our webpage. Rajon is fallback.

d) Stay in touch with Alec Wade and Kelly Brown as they fine tune our Warrant Article wording.

## **B. EnergizeBoxborough.org**

1. **Richard**:

a) Simplify description of purpose of site. Focus on "call to action" and what EB does.

b) Find photos that exemplify "call to action."

2. **Jay**: By becoming an "Admin," Jay will continue to learn as much as possible about how to make changes/improvements.

2. **Francie**:

a) Ask Suresh to make Jay and Kate Admins.

b) Find edits she sent to Suresh and place them onto site.