

TOWN of RIDGEFIELD – CITIZENS COMMITTEE MEETING

AUGUST 24, 2015

UNAPPROVED MINUTES

TOWN HALL/LARGE CONFERENCE ROOM, 400 MAIN STREET
RIDGEFIELD, CT 06877

Present: R. Larson, A. Behymer, E. Burns, L.Hanley, M. Miller, T. O’Connor, E. Tyrrell, J. Zawacki.
Rebecca Augur of Milone and MacBroom (M&M)

Absent: D. Daughters

Agenda

1. Call to Order
 2. Public Comment
 3. Review Communication Activities
 4. Review Communication Timeline
 5. Review/Revise Survey
 6. Next Steps
 7. Adjourn
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1. Call to Order - R. Larson called the Citizen’s Committee Meeting to order at 7:30 p.m.
 2. Public Comment – Steve Zemo indicated that there is a conflict with the Board of Education meeting night. He is here to attend tonight’s meeting as a citizen, because he owns property across the street from the Schlumberger property under discussion, and because he is interested to see what will be the results of the proposed survey.
 3. Review Communication Activities – The proposed survey is to be scheduled for launch in early September. There is a lot going on in town at this same time. The goal of this evening’s meeting is to review the proposed timeline and communication activities.

Rebecca Augur of Milone and MacBroom (M&M), suggested a “snappy” topic line for the survey. Ridgefield website should be reviewed. A couple of lines should be put in – “Welcome to Ridgefield Website”. Also use should be made of the Ridgefield Facebook page.

Ellen Burns stated how there are two Facebook pages – an “open” one available to anyone and a “closed” one with a specific list of participants. John Frye started

this “closed” list and she is included. She can post whatever on this “closed” page. If something is posted on this “closed” page and the Committee does not like the write-up, Ellen can take it down.

R. Larson asked, “How do we access the young adults in town?” How can we use the PTA to support us in some way? R. Marconi could give us an intro to the new Superintendent. Best of all would be for the Superintendent to sponsor an email blast to parents on our project. The schools are pretty specific about what they will send out to their parents – their contact list. We will need to emphasize how the use of this property will benefit the school-age children – an auditorium, a museum. Rebecca indicated that she has had success in working with the schools in smaller communities than Ridgefield. She suggests first getting the PTA “on board” with our project and then reach out to the Superintendent and school officials.

E. Burns suggested the use of flyers – good to have flyers placed at different locations in town. D. Larson agreed and suggested the use of posters as well as flyers. E. Burns shared a sample flyer she had designed – we definitely need something that is visual. Rebecca indicated that she had a picture of the inside of the auditorium that could be used on a flyer and/or poster. E. Burns stated how it is difficult to get a good picture of the Philip Johnson building. Retail shops will put up a poster. Flyers could be made available in the Library and at Town Hall. Posters/flyers could show a site plan as well. E. Burns will work on a revised possible flyer and will forward to R. Larson a copy of such. Posters can be made at the UPS store – suggest an 11 x 17 size.

4. Confirm Communication Timeline

Note – Communication Timeline (8/24/15) attached.

Committee members are to review the organization contact list and email J. Zawacki with those they are willing to contact. Joan will put together a master list. The contact could be a core message and then an added-on personal note. This approach would probably be most effective. The master list should include info if one has a personal contact at that organization. Let’s secure as many email addresses as possible.

R. Larson has prepared a sample text for the emails the Committee members would send out the week of August 24 (suggest these emails be sent out Thursday or Friday) to various organizations on their individual contact list. Included in the email to the organization would be the text for the email blast that the organization would then send out to its members

The suggested “Sequencing of Organization Communication” is as follows:

The week of August 24, call or send email personally to organizations we know. Potential talking points on calls to the organization are:

- The main message (verbal or written) is to give a quick summary of the project and ask if they can support us by sending the suggested organization message to their organization.
 - If that fails, and the organization has a website, ask if we can post a message similar to the one we have developed for the Community Bulletin Board.
 - If that fails, as if we can put a poster up in the office or meeting room.
- On September 1, we would then send the prepared email blast to all contacts.

It is important to ask the organization to clearly tell us “yes” or “no” so we know how to follow-up with that organization.

We will review where we are with this process at our meeting on August 31st.

Other Communications starting September 1 are as follows:

- Public Media: post on web sites, written updates
- Community Bulletin Board updates weekly
- Ridgefield Facebook and Twitter feed – update 2-3 times per week
- September 2nd – BOS Meeting agenda item
- September 17 Coordinating Committee agenda item
- Press editorial?
- Link to library for support people without internet access

What do we say if the organization does not want to participate?

Rebecca suggests that all info be sent out in one email, including the survey – more effective than the confusion of multiple emails.

A discussion followed as to what should the survey be named – Schlumberger Survey will immediately let the participants know what it is. E. Tyrrell suggested, “Schlumberger Vision Survey”. E. Burns suggested “Vision for the 30 Acres”. Suggest a short intro to the survey and then a link to actually do it. The title needs to get people to be interested and willing to proceed further with the survey.

What about potential retail use of the property? B2 zoning does not allow for retail. R. Larson responded that at this point we are not limiting ourselves to current zoning.

The Communication Timeline sheet was reviewed with projects divided into the following dates: August 24 to 28 – August 31 to September 4 and September 7 to 28. TV announcements are to be brief - short comments on Hamlet Hub and Patch – Facebook, newsletter and Twitter. E. Burns suggested the addition of pictures where possible. There needs to be a location determined for where paper surveys can be retained.

Public Communications (Press, HamletHub, Twitter, etc.) – E. Tyrrell and E. Burns are working on this. The intent is to reach as much public media as possible.

5. Review/Revise Survey

Rebecca led the discussion as to the wording of the survey and explained why she worded the various questions the way they are written. She made notes on the suggestions and will rewrite the survey accordingly. Mr. Larson and Mr. O'Connor will then review the revised survey. It was suggested that survey participants be informed as to when the survey results will be available to the public. Rebecca will send out interim reports on survey responses.

6. Next Steps – Next meeting is scheduled for 8/31/15 – 7:30 p.m.- Town Hall Large Conference Room

- Will discuss evaluation criteria
- Will review meeting minutes
- Where to hold October meetings for the public - High School Cafeteria, Student Center, Library? Hope to use the Library as the location for those residents who cannot use the survey on the internet.
- Schedule an extra Committee meeting for Monday, September 14.

E. Burns moved and A. Behymer seconded a motion to adjourn the Schlumberger Citizen's Committee at 10:15 p.m. Motion passed by unanimous vote.

Respectfully submitted,

Janet L. Johnson

	Communication Timeline				
	Aug 24-28		Aug 31-Sept 4		
	Activity	Who	Activity	Who	Activity
Hamlet Hub/Patch	Prepare message (similar to community access doc?)	Ellen/Ed	Post message Sept 1	Ellen/Ed	Refresh each v
Ridgefield Press	PR Release	Ellen/Ed	Publish Sept 3	Ellen/Ed	Editorial Sept
News Times	Interview	Dick	Publish after Sept	Dick	Update mid Se
Emails to Orgs	Intial contact to Org either email or phone call	As volunteered	Follow up with email that we would like to send out to their org	As volunteered	Follow-up as r
Community Access	Finalize survey announcement	Lynda	Start Sept 1	Lynda	Refresh each v
Paper Surveys	Finalize survey	Committee	Get 10-20 copies		Set up at libra poster or flyer
Ridgefield website, facebook, twitter	Work with Wendy to get ready for launch on Sept 1	Dick	Add link on front page of Ridgefield website to our site, add survey link, start facebook and twitter on Sept 1	Dick	Refresh links a needed
School population	Confirm with Rudy introduction to superintendnet, council of PTAs	Dick	Work with both to send out emails	Dick	Refresh if neco
Flyers	Develop flyer		Make several 100 copies		Distribute as r
Posters	Develo poster?		Place posters		Place posters