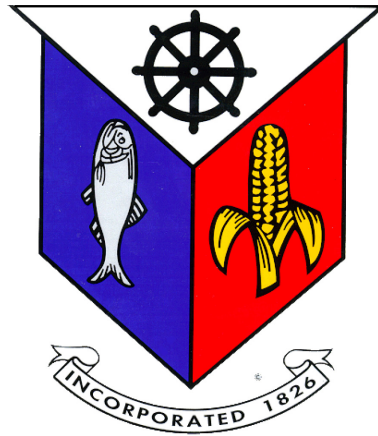


Board of Selectmen Regular Meeting

February 10, 2020



Agenda

1. Pledge of Allegiance.
2. Approval of minutes – 1/27/2020
3. First Selectwoman's Updates.
4. Liaison Reports/Selectmen Comments.
5. Citizen comments.

OLD BUSINESS

6. Discuss and take action to approve project Sow, Grow, Savor: an intergenerational edible gardening program at the Madison Senior Center.
7. Review potential Referendum timelines with Bond Counsel.
8. Discuss and take action to approve the Charge of the Solid Waste Disposal Committee.
9. Update on the Town of Madison Communication Plan.
10. Update on the beach management and the summer 2020 pass system.

NEW BUSINESS

11. Discuss and take action to call a Budget Public Hearing on Wednesday, March 4th at 7 p.m. in the Auditorium of the Walter C. Polson Middle School for the purpose of a budget presentation of the Board of Selectmen and the Board of Education Budgets, conducted by the Board of Finance in accordance with the Town Charter (10.5.A).

Agenda (cont.)

NEW BUSINESS

12. Discuss and take action to accept a donation from Neighbor to Neighbor to the MYFS Department in the amount of \$10,000 to be used for individuals and families in need of emergency financial assistance.
13. Discuss and take action to appoint members to the Ad-Hoc Government Studies Committee.
14. Discuss and take action to appoint members to the Ad-Hoc Island Avenue Future Use Committee.
15. Discuss and take action to approve awarding the bid for the replacement of the Brown School Wood Gym Floor to Kenvo Floor Co.
16. Discuss and take action to approve the awarding the bid for the renovation to the Madison Police Station to Munger Construction.
17. Discuss and take action to approve moving Toni West from Bicycle and Pedestrian Advisory Committee Alternate to Regular Member for a term to expire January 1, 2024.
18. Tax Abatements / Refunds.
19. Citizen comments.
20. Executive Session.
 - a. Lease Negotiations – Island Avenue
21. Adjournment.

First Selectwoman Update

- Annual Town Meeting held on January 27th
- Coffee and Conversation held on January 30th – First in Monthly Series. Topics included:
 - Ethics commission, Island avenue, economic development, environmental policies, tax policies for seniors/veterans, improving communication with residents
- Attended CIRMA Annual Meeting – Madison
Awarded prize for Excellence in Risk Management
- Toured two community centers – Elmwood in West Hartford, newly refurbished Branford Community House

First Selectwoman Update (cont.)

- Continuing to identify, analyze and prioritize unfinished projects/issues for completion such as:
 - School Facilities plan
 - Academy Community Center proposal
 - Island Avenue lease and future use
 - Strategic Plan
 - Ethics Commission
 - Shoreline East Rail 2nd platform
 - Analysis of town buildings/ space utilization
 - Town Vehicle Management study
 - Beach operations/passes
 - Flood plain ordinance
 - North Madison water tank installments
 - Energy efficiency projects
 - Ambulance Study
 - Downtown Center Project
 - Library Memorandum of Understanding
 - Dog Park
 - Waste Transfer Station Board
 - Bauer Park Funding
 - Wastewater management plan
 - Meeting space booking software
 - Cemetery maintenance
 - Inventory of town historic assets
 - Downtown cross-walk
 - MUNIS roll-out

2020 Election Timeline Considerations

Presidential Primary (April)

March 6 – TC Blank Ballot to electors
Temp living overseas & Military
April 7 – Absentee Ballots Available
April 28 – Presidential Primary
May 13 – Voting machines unlocked

State Primary (August)

June 9 – TC Blank Ballot to electors
temp living overseas & Military
July 21 – Absentee Ballots Available
August 11 – State Primary
August 26 – Voting machines unlocked

Budget Referendum (May)

April 28 – Budget Public Hearing
2 Legal notices per Charter
May 19 – Budget Referendum
June 3 – Voting machines unlocked

Presidential Election (November)

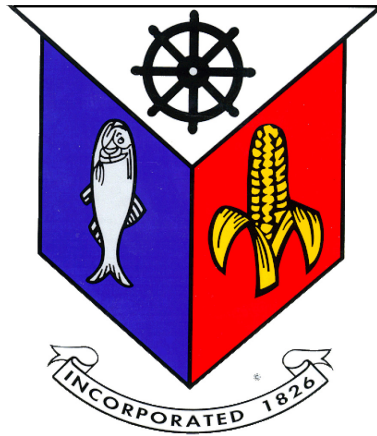
September 3 – Last day for Municipality
to Approve Question
September 15 – TC Blank Ballot to
Electors temp living overseas & Military
September 18 – Last Day TC to file
Question with State
October 2 – Absentee Ballots Available
November 3 – Presidential Election
November 18 – Voting machines
unlocked

Notes: Voting Machines are locked 14 days after Election
TC=Town Clerk

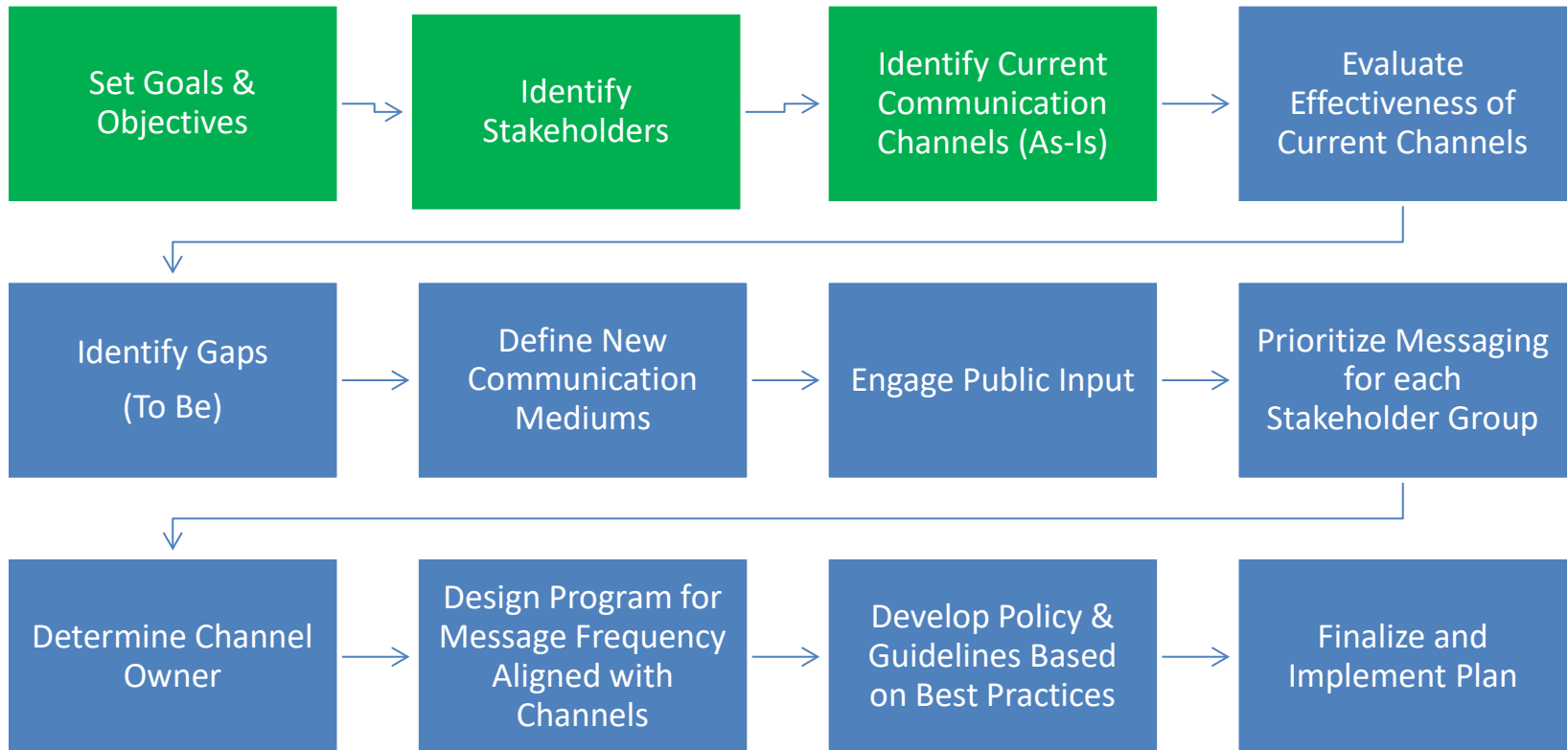
Referendum Timeline Considerations

- Project specific considerations
 - School Facility Plan
 - Board of Selectmen review in process
 - CIP review in process
 - Developing public information plan
 - Academy
 - Refining proposal
 - CIP Review in process
 - Updated timeline on 1/27
- Board of Finance preference that both projects be on same ballot for referendum
- Timing Goals
 - Fully inform voters with precise, accurate information on both referendum, including public information sessions
 - Maximize community turn – out at polls
- Referendum held outside of required elections calendar could cost on average \$7-10K

Communications Plan Update Summary Draft



Communications Plan: Process



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Communications Plan: Goals & Objectives

External: Push information to the Public

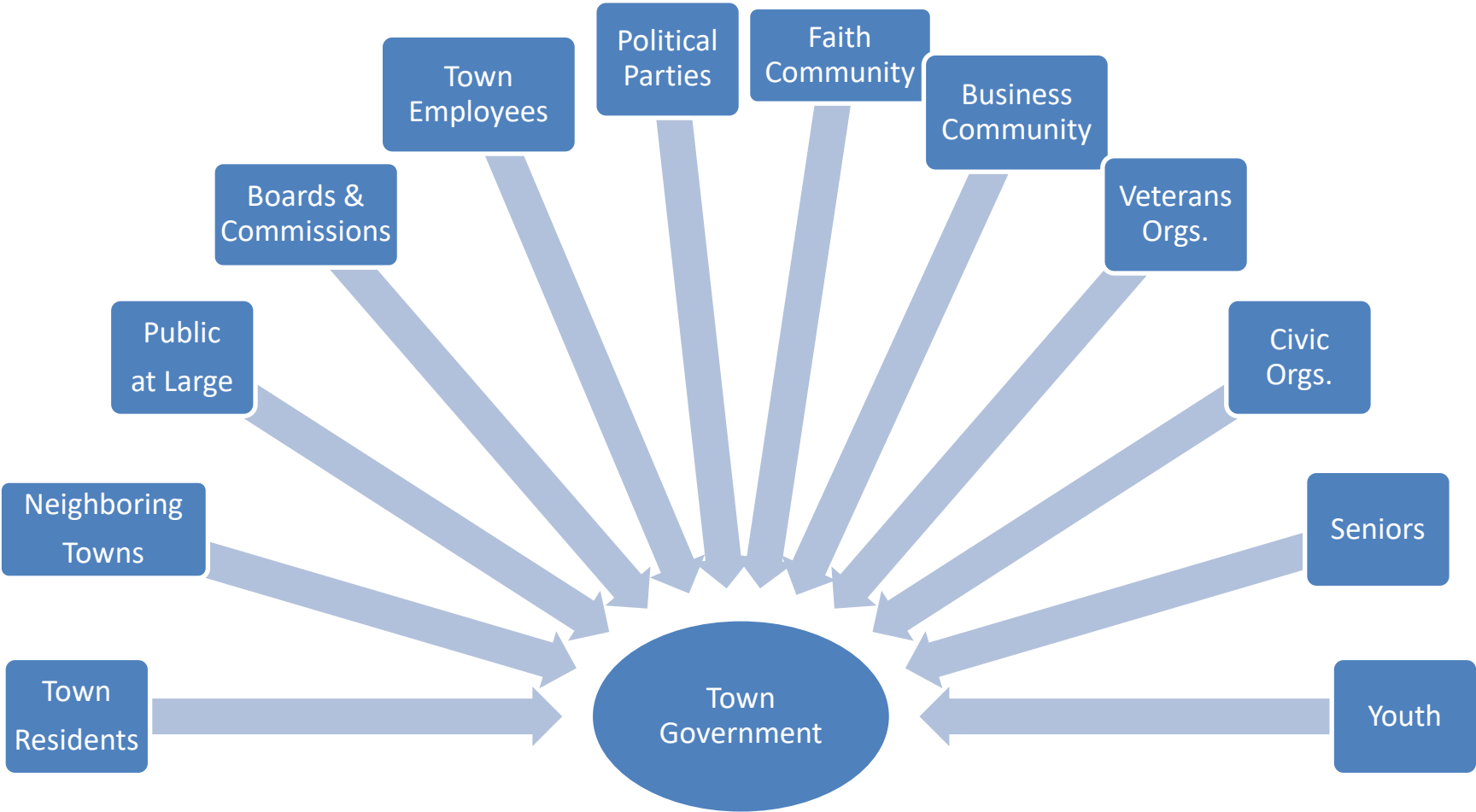
- Create consistent, reliable form of communication
- Increase public involvement / awareness of town government
- Provide accurate information to public about town government operations
- Streamline methods of communication
- Grow audience by improving current channels and exploring new ways to reach public (live streaming, town halls, etc.)
- Improve functionality of various town on-line presence
- Promote town meetings, actions, and town sponsored events
- Inform public about important public safety issues (weather, others)
- Create portal / system for constituents to contact the town

Internal: Pull information from the Town

- Coordinate sharing of information across departments
- Establish internal processes for disseminating information to the public
- Develop policies, rules, and guidelines for public outreach
- Create parameters for social media content / postings on behalf of town
- Improve tracking system for constituents to improve responsiveness

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Communications Plan: Stakeholders



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Communications Plan: Channels

Topics	Website News Alerts	Website Agenda / Calendar Center	Dept. Webpages	Email / SMS	Town Facebook	Twitter	News Channels	Source / Register	Patch	Robocall	Nixle Alert	State DAS Website	TV	Events Mag	YouTube
Emergency/Weather	X			X	X	X	X			X	X		X		
News Announcements	X			X	X	X	X		X					X	
Senior Center Newsletter	X			X	X	X									
Town Newsletter	X			X	X	X									
Department News	X		X	X	X	X									
Press Releases	X			X	X	X			X						
Tax Office Reminders	X			X	X	X									
Town Meeting	X			X	X	X		X					X		
Public Safety Updates	X		X	X	X	X				X	X				
Regulations / Ordinances	X			X	X	X		X							
Volunteer Opportunities	X		X	X	X	X									
Legal Notices	X			X	X	X		X				X			
RFPs & Bids	X			X				X				X			
Board of Selectmen		X		X	X	X									
Meeting Calendars		X		X											
Meeting Minutes / Videos		X		X	X	X									X
Job Postings	X			X	X	X									
Selectman's Corner			X	X	X	X		X						X	
Programming / Classes			X		X	X								X	
Budget Documents	X							X							

Communications Plan: New Initiatives

- Creating monthly “Coffee & Conversation” meetings for resident drop-ins
- Increasing use of social media to “push” information
- Use of overhead presentation materials to facilitate meetings
- Exploring applications for constituency feedback
- Planning Live Streaming of Board of Selectmen Meetings
 - Via Madison Cable Access Channel
 - MCTV will be testing new equipment next week
 - Announcement to public via website / Facebook of the launch date
 - Live streaming from MCTV to YouTube Live Channel

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