

Town of Sharon
Master Plan Steering Committee
Minutes of 4/24/18
Sharon Community Center

MPSC	
Pasqualino Pannone absent	Amy Garcia
Chuck Levine	Peg Arguimbau
Susan Drisko	Signe Peterson Flieger
Laura Smead	Eli Hauser
Susan Price Town Staff	Ted Philips

CivicMoxie

None	
Others	
Ed McSweeney	

Discussion

Susan Price updated MPSC regarding setting up of Imagine Sharon email which links to her email. ImagineSharon@townofsharon.net. Also, Price set up Imagine Sharon on Twitter @ImagineSharon. Price also has been working with Town IT to set up a link so that interested people could submit their email addresses to be notified of activity with Imagine Sharon and the MPSC. Should add a note about Imagine Sharon on main home screen too (and possibly a link to website or email signup list) and say to follow on Facebook and Twitter.

Signe has been looking into ImagineSharon.com and ImagineSharon.org. Price to check with IT and Fred regarding whether Town has a concern about MPSC setting up a separate webpage for Imagine Sharon. The Committee is thinking it will be easier to update and post if it is a separate page rather than part of the Town's website. It may cost \$48 per year so Price will also investigate whether that is covered by CivicMoxie budget. Drisko offered to pay if necessary. (After the meeting, Price checked with Turkington who did not want the MPSC to set up a separate webpage for MPSC other the one on the Town's website.)

Discussion of logo samples. The Committee liked the draft logo that has the wider font and the two green words of "Imagine Sharon" but preferred the tagline from the sample logo below it (the one with the navy "Imagine Sharon"). They want the tagline to be a little larger, have all of the words in each half of the tagline to be the same color and darkness. Instead of green use maroon and light maroon or maroon and yellow/gold (like the top left color in the sample palette). Have "Imagine" the same color as "Forge Our Future" and "Sharon" the same color as "Preserve Our Past." Perhaps also add in blue since the Town seal has maroon, yellow/gold and blue.

MPSC had questions about the Table Event Checklist: Who provides the items on the list? Or is the Committee supposed to have them? Who makes copies? What does CivicMoxie provide from that list? Price to follow up.

Discussion of events for outreach. Upcoming immediate events that MPSC would like to have flyers or business cards (is printing business cards or flyers Town expense or part of CivicMoxie budget?) with Imagine Sharon logo and info.: Sharon Green Day May 5 and Town Meeting May 7 and 8. Other important events are July 3, Square Jam, first concert and Citizen of the Year concert at Lakeside Concerts, something in the Fall, and an event at the Adult Center. Need to outreach to families, seniors, young professionals, special interest groups and businesses at a variety of events.

For Green Day (if logo and flyers are ready), Drisko said she could volunteer noon to 1, Signe 1-2:00, Laura 3-4:00. Price needs to check with Sustainable Sharon re table, location. More help needed. Perhaps high school students or other MPSC members.

Peg Arguimbau said she would help the first night of Town Meeting and Laura Smead said she would help the second night. Price needs to check with Libano and Chused whether MPSC could have a table or leave flyers on a table in lobby or must stand outside or in lower lobby.

Discussion of contact list. MPSC members need to go into dropbox and add in missing info. Price said a volunteer is needed to call those contacts for which there is not an email address. These will need to be added to the email list. CivicMoxie will look at Contact List to select those for focus groups, interviews. Price to ask CivicMoxie who sets up focus groups and interviews, such as with Department Heads and other stakeholders. Need to add businesses to the list. Amy (also a member of the School Committee) said the MPSC should reach out to PTOs rather than the schools themselves for promoting outreach events and sharing information.

Discussion of FAQ sheet. Peg and Eli to write up some edits and give to Price. Price to follow up with Foxboro planner regarding how their master plan implementation process works.

MPSC will try to have meetings on Wednesdays. Next meeting is Wed. May 16 not 15th at 7pm.

Discussion of drop boxes in use by MPSC and CivicMoxie.

Meeting adjourned 8:40pm.