SGC 10.27.25

Present; Ann Heffernon, Michael York, Dan LeClair, Richard Lane, Scott Self, Mark LaBelle, Jessica Ramsey-Sanchez, Mark Scalera

Meeting called to order at 5:30 PM

Motion to approve minutes of 10.15.25 meeting, Mike York, seconded Scott Self. (There will be an edit on the spelling of Swanzey)

Meeting summary

The Swanzey Governance Committee discussed various community engagement initiatives, including the development of additional videos and surveys to increase public participation in town meetings/deliberative sessions. The group explored ways to distribute information through different channels including creating a mobile app for town services. They also discussed survey design to gather resident preferences for information delivery and civic engagement.

Summary

The meeting discussed the use of AI for note-taking and the need for more outreach efforts to increase engagement. Ann shared her experience at a recent event and suggested ideas for further outreach, including setting up a table at a football game and conducting a survey using the town's email list. The group also discussed potential changes to the town meeting format, including the possibility of holding it on a Saturday instead of a Tuesday, though this would require further investigation of state statutes.

(Dick feels we need to focus on the deliberative. How do we create the momentum to get people there? Discussion of motion to revisit the town Meeting vs. the Deliberative session.
Motion to revisit which way we want to go. Deliberative and town meeting are both deliberative).

The group discussed distributing information about Swanzey governance through various channels, including town email lists, libraries, and local businesses. They agreed to create more flyers and post them in town hall, post offices, and other public spaces. Ann suggested putting a survey on the Swanzey governance Facebook page, and they decided to use it as a mechanism to gather feedback. The group also discussed creating more videos to promote civic engagement, particularly focusing on the importance of the deliberative session and explaining the differences between SB2 and traditional town meeting formats. They agreed to produce two more video’s emphasizing the significance of the deliberative session and its role in both SB2 and open town meeting formats, with the goal of increasing participation in this critical civic process. This will occur this coming Thursday at 10:00 with Ramsey-Sanchez, Self, Scalera & York. One will be posted this week and one early

next week. They also discussed deadlines for submitting recommendations to the Select Board, with a target date of early December.

The group reviewed a flyer that was approved without changes. They then focused on designing a survey to gather information about community members' voting and information preferences, with a decision to keep it concise and under 5 questions. The discussion touched on the importance of providing balanced information The Committee discussed the design of a survey to gather input from town residents about their information sources and preferences. They agreed to start with questions about current information sources and levels of town government knowledge, followed by questions about preferred methods of information delivery. The committee decided to include options for both traditional and digital information channels, with the possibility of adding an "other" category for unconventional sources. They also considered including questions about the difference between SB2 and town meetings, as well as the level of trust residents have in government information.

The group discussed the future possibility of developing a mobile app for town services and communication, including permits registration and committee meeting information. They explored survey questions to gauge resident preferences for information delivery and town meeting attendance. They also discussed the possibility of using SurveyMonkey for the survey and potentially including links to educational videos to explain town meeting concepts. The group discussed how to share information about a survey on the Swanzey Governance Committee's Facebook page and the town's website. They explored options for posting the survey link and creating interest in the page, including potentially adding a bulletin about upcoming meetings. The conversation also touched on questions to include in the survey, such as why residents might not attend town meetings and their preferences for meeting times. They noted that while residents don't need to be registered voters to attend town meetings, they must be registered voters to vote on official ballots. (Need to verify this).

The group discussed survey questions for town residents about their information preferences and civic engagement. They refined several questions, including how informed residents feel about town matters and their preferred methods of receiving information. The team decided to send out the draft questions for feedback before finalizing them after video content is produced. They also discussed creating an Instagram account attached to our Facebook page. Ramsey-Lewis will do this and Ann will give her admin on the Facebook page so that they can be connected. to reach younger residents.

Next steps

- Ann: Call the Monadnock High School principal tomorrow about having a table at playoff football games on the 8th to hand out SGC flyer information
- Ann: Send letter to the Sentinel
- Ann: Call Stratton library about posting flyers
- Check with Lee regarding the Historical Society

- Ann check with David about the Westport Village Group
- Ann: Call Frogg Brewing about leaving flyers
- Dan: will ask Jimmy Tempesta if he will post a flyer
- Ann: Ask Bob about hanging something up at his location
- Ann: Contact Swanzey Meats about posting information
- Ann: Contact Swanzey Oil about posting flyers
- Ann: Put flyers on bulletin boards at stores and town bulletin boards
- Ann : Talk to communications person about emailing survey
- Ann: Make more flyers for distribution
- Ann: Send out survey questions to committee members for feedback
- Ann: Post first video this week
- Ann: Make Jessica a co-admin on the Swanzey Governance Facebook page
- Jessica: Create an Instagram account for the committee
- Ann: Send information about Gen Z to committee members
- Mike/Dan: Distribute flyers to post office and other locations
- Committee members: Provide feedback on survey questions after receiving them from Ann

Upcoming SGC Meetings;

Friday 11/7 3:00 – 5:00

Wednesday 11/19 3:00 – 5:00

Monday 11/24 5:00 – 7:00