

Justin Paré, President
John Simmons, Vice President
John Costello
Daniel Donovan
Mark Gould, Jr.



Darius Gregory
Andrew Shanahan
Andrea Slobogan
Patricia St. Pierre

Town of North Attleborough

JOINT TOWN COUNCIL & BOARD OF PUBLIC WORKS PUBLIC MEETING

43 South Washington Street, North Attleborough, MA 02760

Phone: (508) 699-0100 ext. 2555

PUBLIC MEETING

MARCH 10, at 7:00 PM

JoAnn Cathcart Conference Room

43 South Washington St. North Attleborough, MA

I. Pledge Of Allegiance

II. Approval Of Minutes

- a. Approval of Town Council Minutes of February 24, 2025

III. Town Councilor Community Updates

- a. RECOGNITION OF THREE EAGLE SCOUTS
 - i. Ryan Moto
 - ii. Jack Simmons
 - iii. Zach Haffner

IV. Resident And Community Comment

V. Town Manager's Report

TOWN MANAGER'S REPORT

- a. CIP Projects Update

VI. PUBLIC HEARING

- a. RENEWAL OF CABLE TELEVISION LICENCE WITH VERIZON NEW ENGLAND, INC.
 - i. "The purpose of the public hearing will be to determine whether to renew a cable television license to Verizon New England, Inc. All applications, reports, statements and license drafts to be considered at the hearing that constitute public records under state law are available for public

inspection during regular business hours and for reproduction at a reasonable fee. Members of the public are invited to attend and be heard on the topic: (a) whether the current cable operator is in full compliance with its currently-existing cable license; and (b) what are the Town's future community cable-related needs."

VII. PUBLIC HEARING

a. JOINT HEARING OF TOWN COUNCIL & BOARD OF PUBLIC WORKS

i. CITIZENS PETITIONS- LEAD PETITIONER MARK GOULD

1. Citizen's Petition - A Citizens' Petition has been submitted by Town Councilor Mark Gould to North Attleborough's Town Council, to hold a Public Hearing and take action on said petition as follows: "Petition to Inform Community on Town Water Condition and Remediation Efforts- We petition the North Attleborough Town Council to hold a Public Hearing and DPW to present to the Council and the public an update and written report on the condition of the water, steps being taken, and progress being made to bring the water in compliance with the Federal EPA Regulation of 4 parts per trillion of PFAS. Further that DPW present a written quarterly report and quarterly public update to the Council until the water is certified to be in compliance with the Federal standard of 4 parts per trillion of PFA

VIII. PUBLIC HEARING

a. CITIZENS PETITIONS- LEAD PETITIONER MARK GOULD

- i. Citizen's Petition- Discussion of Special Home Rule Act to Reduce Senior Tax Burden in the Event of a Positive Vote for a School Debt Exclusion
 1. Measure 2025-047- To authorize the Town Manager to petition the Massachusetts General Court for a special act authorizing a means-tested senior citizen property tax exemption for the proposed new high school building project.

IX. Confirmations

- a. None at this time

X. Sub-Committee Reports

a. Finance

- i. Measure 2025-050-Authorization to Repurpose \$50,000.00 from remaining funds from Completed Capital Improvement Projects to fund Public Relations Support from North TV

Documents:

[*MEASURE 2025-050-AUTHORIZATION TO REPURPOSE 50K FROM CIP FOR NORTH TV SERVICE FOR PUBLIC RELATIONS.SIGNED.PDF*](#)

- b. Economic Growth & Sustainability
- c. By-Law
- d. Rules
- e. MSBA – School Building Committee

- f. School Committee Representative
- g. Communication, Public Participation & Engagement
- h. Local Emergency Planning
- i. Audit Review Committee

XI. Old Business

- a. None at this time

XII. New Business

- a. Measure 2025-053- Authorization to repurpose funds in the amount of \$7,960.00 to repair Fire Headquarters HVAC System
- b. Measure 2025-054- **Acceptance of M.G.L. c. 59, § 50: Affordable Housing Property Tax Exemption Guidelines for Municipalities in Massachusetts, including acceptance, criteria, and application procedures**

XIII. Adjournment

Paper copies of Measures can be obtained at the Town Manager's Office at the North Attleborough Town Hall between the hours of 8:00AM-4:30PM Monday through Thursday, and Friday 8:00AM - 12:00PM.

Hardcopies of all "Voted Measures" can be obtained in the Town Clerk's Office at the North Attleborough Town Hall between the hours of 8:00AM-4:30PM Monday through Thursday, and Friday 8:00AM - 12:00PM.

All measures can be accessed in the [Measures Database](#)



Measure #: 2025-050

TOWN COUNCIL MEASURE SUBMITTAL

Date: 02/24/2025

Submitted By: Town Manager

Telephone #: 508-699-0100

MEASURE DESCRIPTION:

Authorization to repurpose \$50,000 from remaining funds from Completed Capital Improvement Projects to fund Public Relations Support from North TV

Signed:

Michael Borg

Digitally signed by Michael Borg
DN: c=US, ou=Town Manager, cn=Michael Borg, email=Emmborg@
nattleboro.com
Reason: I am the author of this document
Location:
Date: 2025.02.20 16:44:17-0500
Foxit PDF Editor Version: 12.0.0

PURPOSE AND JUSTIFICATION:

Purpose:

To see if the Town Council will approve the repurposing of \$50,000.00 from the following Articles to retain North TV as a public relations support firm. This request is a repurposing of existing remaining funds from Completed Capital Improvement Projects, and requires no additional funding from the budget.

30220447 587007 - Shift Command Vehicle – Amount in account is \$6,218.29 – using \$6,108.30

30650332 585100 – Big Red Bus Replacement – Amount in account is \$25,311.28 – using \$25,311.28

30650400 587000 – Pickup Truck – Amount in account is \$12,848.90 – using \$12,848.90

30650417 548008 – Red Bus Accessories – Amount in account is \$5,731.52 – using \$5,731.52

Justification:

1. Crisis Management: In times of crisis, such as natural disasters, public health emergencies, or other critical situations, North TV will help manage communications, ensuring accurate and timely information dissemination to the public and media.
2. Community Engagement and Awareness: North TV will assist in creating and executing campaigns to inform and engage the community about municipal projects, policies, and initiatives. This can include public health campaigns, environmental initiatives, new policy implementations, or information regarding potential debt exclusion votes.
3. Reputation Management: North TV will help manage the municipality's reputation by highlighting positive initiatives, managing negative publicity, and shaping public perception.
4. Event Promotion and Management: For Town-sponsored events like parades, commemorations, or public meetings, North TV will help with promotion, and engagement in the community.
5. Strategic Communication: North TV will assist the Town in the development of a strategic

SPECIAL REQUIREMENTS:

ATTACHMENTS: Previous Measures attached

REFER TO SUB-COMMITTEE: Finance

TOWN COUNCIL MEASURE SUBMITTAL

Date: 02/24/2025

Submitted By: Town Manager

Telephone #: 508-699-0100

PURPOSE AND JUSTIFICATION CONTINUED:

5. Strategic Communication: North TV will assist the Town in the development of a strategic communication plan in order to communicate effectively with our constituents. This includes identifying key messages, target audiences, and the most effective channels for communication.

6. Social Media Content Management: In the digital age, maintaining an active and positive presence on social media is crucial. North TV will assist in managing social media accounts, creating content, and engaging with the community online.

7. Branding and Image Building: North TV will develop and promote a positive and attractive image of the Town.

8. Change Communication: When implementing new policies or undergoing organizational changes, effective communication is key to ensuring public understanding and support. North TV will assist in the planning and executing of our communication strategies.