

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. JOINT HEARING WITH THE CABLE ADVISORY COMMITTEE
 - i. RENEWAL OF CABLE TELEVISION LICENCE WITH VERIZON NEW ENGLAND, INC.
 - 1. "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.

Documents:

[*MEASURE 2025-047 - SENIOR CITIZEN HIGH SCHOOL TAX EXEMPTION-COUNCILOR GOULD MEASURE.COMPLETE.PDF*](#)

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 #: _____

TOWN COUNCIL MEASURE SUBMITTAL

| | | |
|-------------|---------------------|--------------------|
| Date: _____ | Submitted By: _____ | Telephone #: _____ |
|-------------|---------------------|--------------------|

MEASURE DESCRIPTION:

Signed: _____

PURPOSE AND JUSTIFICATION:

SPECIAL REQUIREMENTS:

ATTACHMENTS:

REFER TO SUB-COMMITTEE:

An Act authorizing the city known as the Town of North Attleborough to establish a means-tested senior citizen property tax exemption for school building construction projects

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

SECTION 1. With respect to each qualifying parcel of real property classified as class one, residential in the Town of North Attleborough, there shall be an exemption from the property tax in an amount equal or less than the actual cost of borrowing (including principal and interest) in any fiscal year, for a specific school building construction project, to be set annually by the Board of Assessors. The exemption shall be applied to the domicile of the taxpayer only. For the purposes of this Act, "parcel" shall mean a unit of real property as defined by the Board of Assessors under the deed for the property and shall include a condominium unit. The exemption provided for in this section shall be in addition to any other exemptions allowed under the General Laws.

SECTION 2. The Board of Assessors may deny an application if it finds that the applicant has excessive assets that place the applicant outside of the intended recipients of the senior exemption established pursuant to this act. Real property shall qualify for the exemption under section 1 if all of the following criteria are met:

- (i) The qualifying real property is owned and occupied by a person whose prior year's income would make the person eligible for the circuit breaker income tax credit under subsection (k) of section 6 of chapter 62 of the General Laws;
- (ii) The qualifying real property is owned by a single applicant age 65 or older at the close of the previous year or jointly by persons either of whom is age 65 or older at the close of the previous year and the joint applicant is 60 years of age or older;
- (iii) The qualifying real property is owned and occupied by the applicant or joint applicants as their domicile;
- (iv) The applicant or at least one of the joint applicants has been domiciled and owned a home in the Town of North Attleborough for at least 10 consecutive years before filing an application for the exemption;
- (v) The maximum assessed value of the domicile is not greater than the prior year's maximum assessed value for qualification for the circuit breaker income tax credit under subsection (k) of section 6 of chapter 62 of the General Laws as adjusted annually by the department of revenue; and
- (vi) The Board of Assessors has approved the application for the exemption.

SECTION 3. The total amount exempted by this act shall be allocated proportionally within the tax levy on all residential taxpayers.

SECTION 4. A person who seeks to qualify for the exemption under section 1 shall, before the deadline established by the Board of Assessors, file an application, on a form to be adopted by the Board of Assessors, with the supporting documentation of the applicant's income and assets as described in the application. The application shall be filed each year for which the applicant seeks the exemption.

SECTION 5. No exemption shall be granted under this act until the department of revenue certifies a residential tax rate for the applicable tax year where the total exemption amount is raised by a burden shift within the residential tax levy.

HOUSE No. 3826

The Commonwealth of Massachusetts

PRESENTED BY:

James C. Arena-DeRosa

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act authorizing the town of Holliston to establish a means-tested senior citizen property tax exemption.

PETITION OF:

| NAME: | DISTRICT/ADDRESS: | DATE ADDED: |
|------------------------------|----------------------|------------------|
| <i>James C. Arena-DeRosa</i> | <i>8th Middlesex</i> | <i>2/21/2023</i> |

HOUSE No. 3826

By Representative Arena-DeRosa of Holliston, a petition (accompanied by bill, House, No. 3826) of James C. Arena-DeRosa (by vote of the town) that the town of Holliston be authorized to establish a means-tested senior citizen property tax exemption in said town. Revenue. [Local Approval Received.]

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Third General Court
(2023-2024)**

An Act authorizing the town of Holliston to establish a means-tested senior citizen property tax exemption.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. With respect to each qualifying parcel of real property classified as class
2 one, residential in the Town of Holliston, there shall be an exemption from the property tax in an
3 amount to be set annually by the Select Board as provided in Section 3. The exemption shall be
4 applied to the domicile of the taxpayer only. For the purposes of this act, “parcel” shall mean a
5 unit of real property as defined by the Board of Assessors under the deed for the property and
6 shall include a condominium unit. The exemption provided for in this section shall be in addition
7 to any other exemptions allowed pursuant to the General Laws.

8 SECTION 2. The Board of Assessors of the Town of Holliston may deny an application
9 for exemption if the board finds that the applicant has excessive assets that place the applicant
10 outside of the intended recipients of the senior exemption established pursuant to this act. Real
11 property shall qualify for the exemption pursuant to Section 1 if the following criteria are met:

12 (i) the qualifying real property is owned and occupied by a person whose prior year's
13 income would make the person eligible for the circuit breaker income tax credit pursuant to
14 subsection (k) of Section 6 of Chapter 62 of the General Laws;

15 (ii) the qualifying real property is owned by a single applicant who was age 65 or older at
16 the close of the previous year or jointly by persons who are 60 years of age or older, provided
17 that not less than 1 joint owner was age 65 or older at the close of the previous year;

18 (iii) the qualifying real property is owned and occupied by the applicant or joint
19 applicants as their domicile;

20 (iv) the applicant, or at least 1 of the joint applicants, has been domiciled and owned a
21 home in the Town of Holliston for not less than 10 consecutive years before filing an application
22 for the exemption;

23 (v) the maximum assessed value of the domicile is not greater than the prior year's
24 maximum assessed value for qualification for the circuit breaker income tax credit pursuant to
25 subsection (k) of Section 6 of Chapter 62 of the General Laws, as adjusted annually by the
26 Department of Revenue; and

27 (vi) the Board of Assessors has approved the application for the exemption.

28 SECTION 3. The Select Board of the Town of Holliston shall annually set the exemption
29 amount provided for in Section 1; provided, however, that the amount of the exemption shall be
30 not less

31 than 50 per cent and not more than 200 per cent of the amount of the circuit breaker
32 income tax credit pursuant to subsection (k) of Section 6 of Chapter 62 of the General Laws for

33 which the applicant qualified in the previous year. The total amount exempted by this act shall be
34 allocated proportionally within the tax levy on all residential taxpayers.

35 SECTION 4. A person who seeks to qualify for the exemption pursuant to Section 1
36 shall, before the deadline established by the Board of Assessors of the town of Holliston, file an
37 application, on a form adopted by the Board of Assessors, with the supporting documentation of
38 the applicant's income and assets as described in the application. The application shall be filed
39 each year for which the applicant seeks the exemption.

40 SECTION 5. No exemption shall be granted pursuant to this act until the Department of
41 Revenue certifies a residential tax rate for the applicable tax year where the total exemption
42 amount is raised by a burden shift within the residential tax levy.

43 SECTION 6. The exemption provided in this act shall expire 3 years after the effective
44 date of this act; provided, however, that the Town of Holliston may reauthorize the exemption
45 for additional 3-year intervals by a vote of the legislative body of the town.

46 SECTION 7. This act shall take effect upon its passage.

HOUSE No. 4560

The Commonwealth of Massachusetts

PRESENTED BY:

Simon Cataldo

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act authorizing the town of Carlisle to establish a means tested senior citizen property tax exemption.

PETITION OF:

| NAME: | DISTRICT/ADDRESS: | DATE ADDED: |
|----------------------|-----------------------|-----------------|
| <i>Simon Cataldo</i> | <i>14th Middlesex</i> | <i>4/9/2024</i> |

HOUSE No. 4560

By Representative Cataldo of Concord, a petition (accompanied by bill, House, No. 4560) of Simon Cataldo (by vote of the town) that the town of Carlisle be authorized to establish a means tested senior citizen property tax exemption. Revenue. [Local Approval Received.]

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Third General Court
(2023-2024)**

An Act authorizing the town of Carlisle to establish a means tested senior citizen property tax exemption.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. There shall be an exemption from the property tax for each qualifying
2 parcel of real property classified as class 1 residential in the town of Carlisle in an amount to be
3 set annually by the select board as provided in section 3. The exemption shall be applied only to
4 the domicile of the taxpayer; provided, however, that for the purposes of this act, "parcel" shall
5 mean a unit of real property as defined by the board of assessors under the deed for the property
6 and shall include a condominium unit. The exemption provided for in this act shall be in addition
7 to any and all other exemptions allowed by the General Laws.

8 SECTION 2. The board of assessors in the town of Carlisle may deny an application if
9 they find the applicant has excessive assets that place the applicant outside of the intended
10 recipients of the exemption under this act. Real property shall qualify for the exemption under
11 section 1 if:

12 (i) the qualifying real property is owned and occupied by a person whose prior year's
13 income would make the person eligible for the circuit breaker income tax credit under subsection
14 (k) of section 6 of chapter 62 of the General Laws;

15 (ii) the qualifying real property is owned by a single applicant not less than 70 years old
16 at the close of the previous year or jointly by persons either of whom is not less than 70 years old
17 at the close of the previous year and the other joint applicant is not less than 65 years old;

18 (iii) the qualifying real property is owned and occupied by the applicant or joint
19 applicants as their domicile;

20 (iv) the applicant or at least 1 of the joint applicants has been domiciled and owned a
21 home in the town for not less than 10 consecutive years before filing an application for the
22 exemption;

23 (v) the maximum assessed value of the qualifying real property is no greater than the
24 prior year's maximum assessed value for qualification for the circuit breaker income tax credit
25 under subsection (k) of section 6 of chapter 62 of the General Laws as adjusted annually by the
26 department of revenue;

27 (vi) the qualifying real property is owned and occupied by an applicant or joint applicants
28 whose household assets are less than \$500,000 excluding the value of the qualifying real
29 property; and

30 (vii) the board of assessors has approved the application.

31 SECTION 3. The select board of the town of Carlisle, shall annually set the exemption
32 amount under section 1 between 100 percent and 200 percent of the amount of the circuit breaker

33 income tax credit under subsection (k) of section 6 of chapter 62 of the General Laws for which
34 the applicant qualified in the previous year, set annually by the Board of Assessors. The total
35 amount exempted by this act shall be allocated proportionally within the tax levy on all
36 residential taxpayers.

37 SECTION 4. A person who seeks to qualify for the exemption under section 1 shall,
38 before the deadline established by the board of assessors of the town of Carlisle, file an
39 application, on a form to be adopted by the board, with supporting documentation relative to the
40 applicant's income and assets as described in the application. The application shall be filed each
41 year for which the applicant seeks the exemption.

42 SECTION 5. No exemption shall be granted under this act until the department of
43 revenue certifies a residential tax rate for the applicable tax year where the total exemption
44 amount is raised by a burden shift within the residential tax levy.

45 SECTION 6. This act shall expire 3 years after implementation of the exemption under
46 this act.

HOUSE No. 4848

The Commonwealth of Massachusetts

PRESENTED BY:

James C. Arena-DeRosa

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act authorizing the town of Hopkinton to establish a means-tested senior citizen property tax exemption for school building construction projects.

PETITION OF:

| NAME: | DISTRICT/ADDRESS: | DATE ADDED: |
|------------------------------|----------------------|------------------|
| <i>James C. Arena-DeRosa</i> | <i>8th Middlesex</i> | <i>6/27/2024</i> |

HOUSE No. 4848

By Representative Arena-DeRosa of Holliston, a petition (accompanied by bill, House, No. 4848) of James C. Arena-DeRosa (by vote of the town) that the town of Hopkinton be authorized to establish a means-tested senior citizen property tax exemption for school building construction projects. Revenue. [Local Approval Received.]

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Third General Court
(2023-2024)**

An Act authorizing the town of Hopkinton to establish a means-tested senior citizen property tax exemption for school building construction projects.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. With respect to each qualifying parcel of real property classified as class
2 one, residential in the Town of Hopkinton, there shall be an exemption from the property tax in
3 an amount equal or less than the actual cost of borrowing (including principal and interest) in any
4 fiscal year, for a specific school building construction project, to be set annually by the Board of
5 Assessors. The exemption shall be applied to the domicile of the taxpayer only. For the purposes
6 of this Act, "parcel" shall mean a unit of real property as defined by the Board of Assessors
7 under the deed for the property and shall include a condominium unit. The exemption provided
8 for in this section shall be in addition to any other exemptions allowed under the General Laws.

9 SECTION 2. The Board of Assessors may deny an application if it finds that the
10 applicant has excessive assets that place the applicant outside of the intended recipients of the

11 senior exemption established pursuant to this act. Real property shall qualify for the exemption
12 under section 1 if all of the following criteria are met:

13 (i) The qualifying real property is owned and occupied by a person whose prior year's
14 income would make the person eligible for the circuit breaker income tax credit under subsection
15 (k) of section 6 of chapter 62 of the General Laws;

16 (ii) The qualifying real property is owned by a single applicant age 65 or older at the
17 close of the previous year or jointly by persons either of whom is age 65 or older at the close of
18 the previous year and the joint applicant is 60 years of age or older;

19 (iii) The qualifying real property is owned and occupied by the applicant or joint
20 applicants as their domicile;

21 (iv) The applicant or at least one of the joint applicants has been domiciled and owned a
22 home in the Town of Hopkinton for at least 10 consecutive years before filing an application for
23 the exemption;

24 (v) The maximum assessed value of the domicile is not greater than the prior year's
25 maximum assessed value for qualification for the circuit breaker income tax credit under
26 subsection (k) of section 6 of chapter 62 of the General Laws as adjusted annually by the
27 department of revenue; and

28 (vi) The Board of Assessors has approved the application for the exemption.

29 SECTION 3. The total amount exempted by this act shall be allocated proportionally
30 within the tax levy on all residential taxpayers.

31 SECTION 4. A person who seeks to qualify for the exemption under section 1 shall,
32 before the deadline established by the Board of Assessors, file an application, on a form to be
33 adopted by the Board of Assessors, with the supporting documentation of the applicant's income
34 and assets as described in the application. The application shall be filed each year for which the
35 applicant seeks the exemption.

36 SECTION 5. No exemption shall be granted under this act until the department of
37 revenue certifies a residential tax rate for the applicable tax year where the total exemption
38 amount is raised by a burden shift within the residential tax levy.

SENATE No. 1921

The Commonwealth of Massachusetts

PRESENTED BY:

Patrick M. O'Connor

To the Honorable Senate and House of Representatives of the Commonwealth of Massachusetts in General Court assembled:

The undersigned legislators and/or citizens respectfully petition for the adoption of the accompanying bill:

An Act authorizing the town of Norwell to establish a means tested senior citizen property tax exemption.

PETITION OF:

| NAME: | DISTRICT/ADDRESS: | |
|----------------------------|-----------------------------------|------------------|
| <i>Patrick M. O'Connor</i> | <i>First Plymouth and Norfolk</i> | |
| <i>David F. DeCoste</i> | <i>5th Plymouth</i> | <i>6/29/2023</i> |

SENATE No. 1921

By Mr. O'Connor, a petition (accompanied by bill, Senate, No. 1921) of Patrick M. O'Connor (by vote of the town) that the town of Norwell be authorized to establish a means tested senior citizen property tax exemption in said town. Revenue. [Local Approval Received.]

[SIMILAR MATTER FILED IN PREVIOUS SESSION
SEE HOUSE, NO. 5063 OF 2021-2022.]

The Commonwealth of Massachusetts

**In the One Hundred and Ninety-Third General Court
(2023-2024)**

An Act authorizing the town of Norwell to establish a means tested senior citizen property tax exemption.

Be it enacted by the Senate and House of Representatives in General Court assembled, and by the authority of the same, as follows:

1 SECTION 1. With respect to each qualifying parcel of real property classified as class
2 one, residential in the town of Norwell, there shall be an exemption from the property tax in an
3 amount to be set annually by the board of assessors of the town as provided in section 3. The
4 exemption shall be applied to the domicile of the taxpayer only. For the purposes of this act,
5 “parcel” shall be a unit of real property as defined by the board of assessors under the deed for
6 the property. The exemption provided for herein shall be in addition to any other exemption
7 allowed under the General Laws.

8 SECTION 2. Real property shall qualify for the exemption under this act if:

9 (i) the qualifying real property is owned and occupied by a person who claimed the
10 circuit breaker income tax credit the previous calendar year under subsection (k) of section 6 of
11 chapter 62 of the General Laws;

12 (ii) the qualifying real property is owned by a single applicant age 65 or older at the close
13 of the previous calendar year or owned jointly by persons either of whom is age 65 or older at
14 the close of the previous calendar year and if the other joint applicant is 60 years of age or older;

15 (iii) the qualifying real property is owned and occupied by the applicant or joint applicant
16 as their domicile;

17 (iv) the applicant or at least 1 of the joint applicants has been domiciled and owned a
18 home in the town of Norwell for not less than 10 consecutive years before filing an application
19 for the exemption;

20 (v) the assessed value of the domicile is not greater than the prior year's maximum
21 assessed value for qualification for the circuit breaker income tax credit under said subsection (k)
22 of said section 6 of said chapter 62 as adjusted annually by the department of revenue;

23 (vi) property taxes for the qualifying real property will not be reduced by more than 50
24 per cent by receiving this exemption; and

25 (vii) the board of assessors of the town of Norwell has approved the application.

26 SECTION 3. The board of assessors of the town of Norwell shall annually set the
27 exemption amount provided for in this act; provided, however, that the amount of the exemption
28 shall be within a range of 25 per cent to 100 per cent, inclusive, of the amount of the circuit
29 breaker income tax credit under subsection (k) of section 6 of chapter 62 of the General Laws for

30 which the applicant received in the previous year. The total amount exempted by this act shall be
31 annually funded by the town's overlay account in the same manner as exemptions granted under
32 section 5 of chapter 59 of the General Laws. If the board of assessors determines that the town's
33 overlay balance, accounting for all other exemptions, abatements, outstanding real and personal
34 property balances and reserves for pending cases before the appellate tax board, is insufficient to
35 fund the total amount exempted by this act in any fiscal year, the board of assessors may adjust
36 the exemption amount outside of the range established in this section based on temporary fiscal
37 necessity.

38 SECTION 4. A person who seeks to qualify for the exemption under this act shall, before
39 the deadline established by the board of assessors of the town of Norwell, file an application, on
40 a form to be adopted by the board of assessors, along with the supporting documentation of the
41 applicant's income and assets as described in the application. The application shall be filed each
42 year for which the applicant seeks the exemption. The board of assessors may deny an
43 application for an exemption under this act if the board of assessors finds that the applicant has
44 excessive assets that place the applicant outside the category of intended recipients of the
45 exemption under this act.

46 SECTION 5. An exemption shall not be granted under this act until the department of
47 revenue certifies a residential tax rate for the applicable tax year.

48 SECTION 6. This act may be revoked by an affirmative vote of a majority of the voters
49 at any regular or special town meeting at which the question of revocation is placed on the ballot.
50 Revocation shall take effect 30 days after an affirmative vote by the town.

51 SECTION 7. This act shall take effect upon its passage.



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@
attleboro.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.