

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 24, 2025 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 March 10, 2025

**III. Town Councilor Community Updates**

- a. Marsha Goldstein Keep North Attleborough Beautiful Clean Up Event

**IV. Resident And Community Comment**

**V. Town Manager's Report**

*[TOWN MANAGER'S REPORT](#)*

**VI. Confirmations**

- a. Measure 2025-055- Confirmation of Reappointments to Boards, Commissions, and Committees; Terms to expire on June 30, 2028

Documents:

*[MEASURE 2025-055- CONFIRMATION OF REAPPOINTMENT OF BOARD, COMMISSION AND COMMITTEES....SIGNED.PDF](#)*

**VII. Sub-Committee Reports**

- a. Finance
- 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

#### **VIII. Old Business**

- a. 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](#)*

#### **IX. New Business**

- a. Measure 2025-056-Approval to withdraw, re-purpose, and transfer \$1.8mm from Capital Improvement Stabilization to fund the Health Insurance Account

Documents:

*[MEASURE 2025-056-AUTHORIZATION TO TRANSFER 1.8MM TO HEALTH INSURANCE.SIGNED.PDF](#)*

#### **X. Executive Session**

- a. M.G.L. c.30A, Sec. 21(a), Sec. 4 - To discuss the deployment of or strategy regarding security personnel or devices, e.g. a sting operation.

#### **XI. 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 #: 2025-055

## TOWN COUNCIL MEASURE SUBMITTAL

Date: 3/24/2025

Submitted By: Town Manager

Telephone #: 508-699-0100

### MEASURE DESCRIPTION:

Confirmation of Reappointments to various Boards, Committees, & Commissions.

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: 2025.03.24 12:43:47 -0400  
Foxit PDF Editor Version: 12.0.0

### PURPOSE AND JUSTIFICATION:

To confirm Reappointments made by the Town Manager for Boards, Committees and Commissions that have members whose term have expired.

Name	Board/Commission/Committee	Term to Expire
Alexandra Colacito	Elections Commissioner	March 31, 2029
Jeannine Knobel	Housing Authority	April 1, 2030
Landis Hershey	Zoning Board of Appeals	June 30, 2028
Ernie Sandland	Municipal Building Committee	June 30, 2028

### SPECIAL REQUIREMENTS:

### ATTACHMENTS:

### REFER TO SUB-COMMITTEE:

Measure #: 2025-055

## TOWN COUNCIL MEASURE SUBMITTAL

Date: 3/24/2025

Submitted By: Town Manager

Telephone #: 508-699-0100

PURPOSE AND JUSTIFICATION CONTINUED:



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.



Measure #: 2025-056

## TOWN COUNCIL MEASURE SUBMITTAL

Date: 03/24/2025

Submitted By: Town Manager

Telephone #: 508-699-0100

### MEASURE DESCRIPTION:

Approval to withdraw, re-purpose, and transfer \$1.8mm from Capital Improvement Stabilization to fund the Health Insurance Account

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: 2025.03.24 12:57:04 -0400  
Foxit PDF Editor Version: 12.0.0

### PURPOSE AND JUSTIFICATION:

#### Purpose:

The purpose of this measure is to address a projected deficit in the Town's Health Insurance Account by voting to withdraw and re-purpose \$1.8 million from the Capital Improvement Stabilization Fund. This transfer will ensure that the Town has sufficient funds to meet its health insurance obligations through the remainder of the fiscal year, thereby maintaining essential health coverage for Town employees and retirees.

#### Justification:

Projected Deficit – The Town's health insurance budget is currently experiencing a premium-to-claims experience ratio of 110% and climbing, indicating that the costs of claims are exceeding the budgeted amount. Without additional funding, the Town will face a shortfall in meeting its health insurance obligations by late April or early May.

Recognizing this potential deficit, the Town Council previously set aside funds from FY25 Free Cash as part of a proactive funding strategy to address this anticipated shortfall.

Taking action now allows the Town to avoid the risk of a funding shortfall, which could otherwise require emergency measures or disruption in services. This transfer is a measured and responsible approach to maintaining financial stability and operational continuity.

By approving this measure to withdraw and re-purpose these funds, the Town Council will ensure that health insurance claims are fully funded through the fiscal year, thereby protecting employee benefits and upholding the Town's financial integrity.

**SPECIAL REQUIREMENTS:** Requires 2/3 Vote

**ATTACHMENTS:**

**REFER TO SUB-COMMITTEE:** Finance Sub-Committee

Measure #: 2025-056

## TOWN COUNCIL MEASURE SUBMITTAL

Date: 03/24/2025

Submitted By: Town Manager

Telephone #: 508-699-0100

PURPOSE AND JUSTIFICATION CONTINUED: