

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
TOWN COUNCIL
43 South Washington Street, North Attleborough, MA 02760
Phone: (508) 699-0100

3/24/2025 - Minutes

I. Pledge Of Allegiance

PLEDGE OF ALLEGIANCE

President Pare' called the meeting to order at 7:00P.M. and lead the Town Council and the audience in the pledge of allegiance.

Town Council Members Present:

Members Absent:

Justin Pare' Darius Gregory

John Simmons

Andrew Shanahan

Andrea Slobogan

Mark Gould

Dan Donovan

John Costello

Pat St. Pierre

Staff Present:

Town Manager Michael Borg

Assistant Town Manager Antonio Morabito

Clerk of the Council Kerrin Billinghoff

Superintendent Dr. John Antonucci

Assistant Superintendent Michelle McKeon

NAHS Principal Peter Haviland

Assistant Assessor Cheryl Smith

Communications Officer Taylor O'Neil

North TV Director Peter Gay

Residents Present:

Keith Lapointe Member of the School Committee

Laura Wagner

John Donohue

Guests Present:

Marsha Goldstein of KNAB

Bradd Dore of Dore & Whittier

Documents Reviewed:

- Town Council Meeting Minutes of March 24, 2025
- Town Manager's Report March 24, 2025
- **Measure 2025-055**- Confirmation of Reappointments to Boards, Commissions, and Committees
- **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
- **Measure 2025-056**- Approval to withdraw, re-purpose, and transfer \$1.8mm from Capital Improvement Stabilization to fund the Health Insurance Account
- **MSBA Power Point Presentation**- Town Council 032425 rev2

II. Approval Of Minutes

- a. Approval of Town Council Minutes of March 10, 2025

Approval of Town Council Minutes of March 24, 2025

Vice President Simmons made a motion to approve the Town Council Minutes of March 24, 2025.

Councilor Costello seconded the motion.

Motion carried 8-0.

III. Town Councilor Community Updates

1. Tuesday, April 1, 2025, is the last day to file for exemptions.
2. Tuesday, April 1, 2025, is Election Day. Please Vote!!!!

a. Marsha Goldstein Keep North Attleborough Beautiful Clean Up Event

Marsha Goldstein Keep North Attleborough Beautiful Clean Up Event

Ms. Goldstien was in attendance and announced to the Town Council and Residents that the KNAB Town Clean Up Event is on Saturday, May 3, 2025. On April 17th & April 24th, distribution of supplies will be at the Town Hall between the hours of 5:00PM-7:00PM. Everyone is encouraged to register on the keepnabeautiful.com website.

Please help to keep North Attleborough beautiful!!! If you see litter, pick it up!

IV. Resident And Community Comment

1. Resident John Donohue was in attendance to address the Town Council and express his disappointment in the comments of some of the Town Council Members at the 3/10/2025 Meeting. He suggested that perhaps the Town Council Rules should include "being respectful" as part of the conduct of the Councilors.

V. Town Manager's Report

Town Manager Michael Borg gave an overview of the Town Manager Report.

- Emergency Management -Updates
- Communications-Updates
- Operations-Updates
- Budget-Updates
- Personnel-Updates

VI. Confirmations

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

Measure 2025-055- Confirmation of Reappointments to Boards, Commissions, and Committees

Purpose & Justification:

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

Name	Board/Commission/Committee	Term to Expire
Alexandra Colacito	Elections Commissioner	03/31/2029
Jeannine Knobel	Housing Authority	04/01/ 2030
Landis Hershey	Zoning Board of Appeals	06/30/2028

Vice-President Simmons made a motion to approve Measure 2025-055- Confirmation of Reappointments to various Boards, Committees, & Commissions.

Councilor Donovan seconded the motion.

Motion carried 8-0.

VII. Sub-Committee Reports

a. Finance

Nothing to Report at this time.

b. Economic Growth & Sustainability

Nothing to Report at this time.

c. By-Law

Nothing to Report at this time.

d. Rules

Nothing to Report at this time.

e. MSBA – School Building Committee

1. **MSBA- School Building Committee**

• **MSBA Process Review and Proposed School Design**

Assistant Superintendent Michelle McKeon, NAHS Principal Peter Haviland, and Bradd Dore from Dore & Whittier were in attendance to address the Council. Together they presented a Power Point Presentation about the proposed new NA High School.

f. School Committee Representative

Nothing to Report at this time.

g. Communication, Public Participation & Engagement

Nothing to Report at this time.

h. Local Emergency Planning

Nothing to Report at this time.

i. Audit Review Committee

Nothing to Report at this time.

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

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

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 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.

There was discussion amongst the Town Council.

Councilor Gould asked some questions about North TV. He asked that since North TV is funded through Cable Fees why can't the entire paywall come down so that all residents would benefit and be able to watch all programming and not just the Government Channel.

Vice-President Simmons made a motion to approve 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.

Councilor Costello seconded the motion.

Motion carried 8-0.

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

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

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.

Vice-President Simmons made a motion to refer Measure 2025-056- Approval to withdraw, re-purpose, and transfer \$1.8mm from Capital Improvement Stabilization to fund the Health Insurance Account to the Finance Sub-Committee for further review and discussion.

Councilor Donovan seconded the motion.

Motion carried 8-0.

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.

M.G.L., Chapter 30A, Section 21 (a)(2): To discuss the deployment of or strategy regarding security personnel or devices, e.g., a sting operation

Vice-President Simmons made a motion to enter into Executive Session and stated that the Town Council would not be returning to regular session but would be adjourning directly from Executive Session.

Councilor Costello seconded the motion.

Roll Call Vote was Taken:

Vice-President Simmons	Yes
Councilor Costello	Yes
Councilor Gould	Yes
Councilor Shanahan	Yes
Councilor Donovan	Yes
President Pare'	Yes
Councilor Slobogan	Yes
Councilor St. Pierre	Yes

Motion carried 8-0.

XI. Adjournment

Meeting adjourned at 8:02PM as the Town Council entered into Executive Session at that time.