

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
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2/26/2025 - Minutes

I. Pledge Of Allegiance

Vice-President Simmons called the meeting to order at 6:30 P.M. and lead the Committee and the audience in the pledge of allegiance.

Members Present:

John Simmons
Craig Cameron
John Costello
Pat St. Pierre
John Donohue

Members Absent:

Kathleen Prescott
Dan Donovan

Staff Present:

Town Manager Michael Borg
Town Council Clerk, Kerrin Billinghoff
Taylor O'Neil, Communications and Information Officer
Town Accountant, Linda Catanzariti
North TV Director, Peter Gay

Residents:

None at this time.

Invited Guests Present:

None at this time.

Documents Reviewed:

- Finance Sub-Committee Meeting Minutes 01/15/2025
- **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

II. Approval Of Minutes

- a. Approval of Finance Sub-Committee Minutes of January 15, 2025

Approval of Finance Sub-Committee Minutes of January 15, 2025

Councilor St. Pierre made a motion to approve the Finance Sub-Committee Minutes of January 15, 2025.

Councilor Costello seconded the motion.

Motion carried 5-0.

III. Resident And Community Comment

None at this time.

IV. Old Business

- a. None at this time

V. New 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.

Town Manager Borg explained this request and expressed that the Town would like to continue into a second year with North TV support. MR. Borg explained that the Town is able to fund this project/request from leftover funds from completed CIP Projects that came in under budget.

Communications Officer Taylor O'Neil was in attendance to review with the Committee all that has been accomplished in the last year.

Over the past year, North TV has played a crucial role in enhancing our town's visibility and transparency. Through their public relations services, we have successfully launched

several exciting initiatives, including on-demand videos that showcase our Capital Improvement Projects (CIP), events, and other key town initiatives. Since October, we have recorded 500 impressions on Vimeo alone, and our audience has devoted over 5,000 hours to viewing our content, which includes important updates on the CIP and the Tax Classification Hearing. Although we shared several videos prior to October on social media and North TV's YouTube channel, we lacked reliable metrics for that period. However, the data we've gathered since implementing our current strategy clearly demonstrates an upward trend in engagement and outreach.

By choosing North TV, we have saved an impressive \$27,000 that would have been spent on a local public relations firm for the same nine videos. North TV has not only produced these videos but has also provided unlimited edits, created clips from our meetings, and helped us launch our podcast. This comprehensive support has far exceeded our expectations and offers unparalleled value.

We successfully debuted our first podcast, Town Hall Talks, which highlights and acknowledges the individuals working behind the scenes at Town Hall and beyond. Currently, our podcast averages approximately 20 listeners per episode and has accumulated over 45 hours of consumption.

A standout achievement of our collaboration has been the removal of the government channel's paywall. This change allows residents to livestream meetings or watch them at their convenience, fostering a greater sense of community involvement. Feedback indicates that many community members now choose to engage with our meetings virtually, using the livestream as another source of information about town affairs. Given the substantial benefits we have experienced, which include enhanced community engagement, significant cost savings, and a strong commitment to transparency, I strongly urge the board to renew our partnership with North TV. It is vital that we continue to invest in this relationship to further empower our residents and strengthen our community connection.

Videos completed:

- Town Election 2024 video with Neil Lambert (3:36)
- Town's 9/11 Ceremony (1:55)
- NAFD's new shift commander vehicle (1:40)
- Tax Classification Presentation Summary (2:06)
- Third Annual Leftover Turkey Trot (1:54)
- Richards Memorial Library Ribbon-Cutting (2:17)
- Jessie Macomber's 20 Years of Service (1:48)
- Fire Recruitment Video (IN EDITING)
- Stop and Shop Certificate Presentation (IN EDITING)

Video Clips Pulled:

- Town Council Budget Presentation (5:48)
- Community Feedback to Citizens Petition (10:30)
- Future of the Webster Mill property (6:15)
- Potential stipends for NA board, committee & commission members (11:19)
- DPW Director PFAS Update to Town Council on June 24 (4:00)
- Director of Public Facilities Tim Chouinard Update on June 24 (2:55)
- DPW Boil Water Emergency Update on Aug. 13 (3:57)
- Regional Opioid Discussion (2:20:20)

Podcast- Town Hall Talks

- Assessments in North Attleborough (22:27)
- Richards Memorial Library (21:12)
- Memorial Day (29:23)
- FEMA Flood Assistance (36:19)
- Ready for the Storm: Emergency Preparedness for Hurricane Season 2024 (27:04)
- Paving the Way: Roads and Public Works in North Attleborough (29:58)
- *Bonus Episode* Community Conversations Recording (40:34)
- Meet Officer Nelson: North Attleborough's Fire K-9 Officer (20:01)
- Exercising Your Civic Duty And Right To Vote In Upcoming Elections (32:03)
- Exploring What Makes North Attleborough Great: North Attleborough's Parks and Recreation (27:42)
- Supporting Our Community: North Attleborough's Partnership with William James College Interface Referral Service (25:18)
- North Attleborough Senior Technology Program: Bridging Generations Through Technology (20:23)

Future Outlook

Our first year has been a crucial period of exploration and learning as we adjusted to the exciting new channels at our disposal. If given the opportunity to renew our contract, we are committed to standardizing and significantly expanding our video and podcast initiatives.

To enhance our impact, we will implement a biweekly schedule for podcast recordings, with episodes recorded on the first and third Monday of each month. This consistency will not only ensure regular content delivery but will also amplify our visibility and engagement with our audience.

We are also eager to broaden our video initiatives, empowering more individuals to utilize this service to their advantage. We are currently developing a content calendar for our video projects, allowing us to strategically plan and release timely and relevant content. We are particularly excited about the prospect of collaborating with organizations like the Cultural Council to produce a compelling video series that highlights the vibrant stories of community members in North Attleborough.

North TV Director Peter Gay was in attendance to answer any questions that the Committee may have had.

There was discussion amongst Mr. Gay, Ms. O'Neil, and the Committee.

- Is there anyway to track how many hits on each meeting to see how many people are streaming the North TV channel?
 1. No. Two small for Nielson Readings
- Are there any issues when you need to be critical? Any conflicts?
 1. **No.** North TV's purpose is to inform the public of the facts. We do not offer any opinions, but rather just facts.
- Social media is not a real place to get your facts.
- To go outside of North TV, it would be extremely expensive
- Again, these funds are left over CIP funds.

Councilor St. Pierre made a motion to refer **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 back to the Full Town Council with a favorable recommendation.

Mr. John Donohue seconded the motion.

Motion carried 5-0.

VI. Adjournment

Mr. Donohue made a motion to adjourn.

Councilor Costello seconded the motion.

Motion carried 5-0.

Meeting adjourned at 6:47PM.