

Michael Borg  
Town Manager



TOWN OF NORTH ATTLEBOROUGH  
43 South Washington Street  
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508-699-0100

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**INTEROFFICE MEMORANDUM**

**DATE:** Tuesday, August 29, 2023  
**TO:** Town Clerk  
**FROM:** Michael Borg *My 29 AUG 23*  
**CC:** Superintendent of Schools John Antonucci  
Linda Catanzariti Town Accountant  
Chris Sweet Treasurer/Tax Collector  
**RE:** **Measure 2024-05-Funding of a New Scoreboard for the High School Athletic Complex.**

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**Town Council Meeting- President Justin Paré**  
**Measure 2024-005-Funding of a New Scoreboard for the High School Athletic Complex.**

**Purpose and Justification:**

**Purpose:**

The purpose of this request is to maintaining our commitment to enriching the community and promoting athletic excellence within our schools. Therefore, I am seeking the Town Council's support for funding a state-of-the-art score board at the high school athletic complex.

The installation of a new LED video-enhanced scoreboard will create a vibrant hub for sports and community engagement in our town. The multi-faceted advantages of this proposal align with our values of promoting education, athletics, entertainment, and community integration.

**Justification:**

**Upgraded Game Day Experience:**

The new scoreboard will feature LED-enhanced atmospheres, high-definition live action, replays, graphics, animations, team messages, and fan interaction, heightening the game day experience and drawing larger audiences.

**Increased Revenue Opportunities:**

With enhanced features, the scoreboard will provide advertising opportunities, thereby increasing revenue opportunities. This can support various educational and athletic programs.

**Recruiting Tool for Athletes:**

The cutting-edge technology will make our athletic complex more attractive to promising athletes, facilitating recruitment and fostering a competitive athletic program.

The Town Council met on August 14, 2023, and on behalf of the Town Council, a motion was made by Councilor Shanahan to forward Measure 2024-005- Funding of a New Scoreboard for the High School Athletic Complex to the Finance Sub-Committee for further review and discussion.

The motion was seconded by Councilor Gregory.

**Motion carried. 7-0 UNANIMOUS**

On August 21, 2023 the Finance Sub-Committee met and on behalf of the Committee, Vice-President Simmons stated that this meeting would be continued to August 28, 2023 at 6:00PM for further review, discussion, and additional options that will be provided by Dr. Antonucci.

On August 28, 2023, the Finance Sub-Committee met and on behalf of the Committee, a motion was made by Councilor Donovan to forward to the Full Town Council Measure 2024-005- Funding of a New Scoreboard for the High School Athletic Complex with a favorable recommendation.

Councilor Shamp seconded the motion.

A roll call vote was taken; Councilor Costello-Yes, Craig Cameron-Yes-, Vice-President Simmons -Yes, Councilor Donovan– Yes, Chris Shamp-Yes, and Councilor St. Pierre-Yes.

**Motion carried 6-0. UNANIMOUS**

The Town Council met on August 28, 2023, and on behalf of the Town Council, a motion was made by Vice-President Simmons to approve Measure 2024-005- Funding of a New Scoreboard for the New High School Athletic Complex.

Councilor Gregory seconded the motion.

A roll call vote was taken; Councilor St. Pierre-Yes, Councilor Costello-Yes, Councilor Gould-No, Councilor Gregory-Yes, Vice-President Simmons-Yes, President Pare’-Yes, Councilor Slobogan - Yes, Councilor Donovan-Yes, and Councilor Shanahan-Yes.

**Motion carried. 8-0-1**