

**TOWN OF WESTFORD
OUTREACH COMMITTEE MINUTES
June 22, 2021 MEETING
Approved on July 8, 2021**

Members Present: Heather Armata, Seth Jensen (Chair), Eric Ford, Gordon Gebauer, Pat Haller, Julie Beth Hinds.

Commission/Board Members Absent: Melissa Manka

Roll Call: No members of the public were present other than those listed above.
The meeting began at: 7:00 p.m.

Amendments to Agenda: NA

Timeline for public engagement: The group discussed the background and details for the project. The committee discussed outreach to property owners within the service area and agreed that outreach needed to begin soon. Outreach will begin with a letter, info sheet, and invitation to a gathering to learn more about the project and ask questions. The Westford Common Hall was suggested as the venue for the gathering. Pat offered to reach out to people in the neighborhood regarding scheduling the gathering. Gordon will pull together a first draft of the letter prior to next meeting. Heather suggested that a survey may be more beneficial after the gathering than before. Pat and Heather offered to assist with direct outreach prior to the gathering.

The group discussed outreach to the broader public. Raising awareness about the needs at the public buildings, and high costs of non-community options were discussed. J.B. suggested that a tour of community systems could be beneficial. The committee felt that this could complement traditional outreach such as public meetings well.

Eric stated that the website outreach could be improved to be more accessible. Improvements to the website will be discussed at the next meeting.

The meeting adjourned at approximately 9:05 p.m.

Submitted by,
Seth Jensen