

HOPKINTON TOWN COUNCIL COMMUNICATION COMMITTEE
MEETING MINUTES
August 5, 2022

The meeting was held at the Hopkinton Town Hall, 1 Town House Road, Hopkinton, RI 02833. The meeting was a hybrid meeting; in-person and on Zoom.

Present: Etta Zasloff, Caleb Grant, Council Liaison Robert Marvel, joined by Sarah Steverman at 9:47 am.

Call to Order:

The meeting was called to order at 9:37 am with a salute to the flag and moment of silence.

Approval of 7-22-22 Minutes:

A motion was made by Caleb Grant to accept the minutes as written, seconded by Etta Zasloff. Motion passed unanimously.

Report on Town Council Meeting of 8-1-22:

Etta shared that the meeting went well. She and Sarah Steverman both spoke at the meeting, and the report they presented to the council (and read into the minutes) was received with support. Sarah Steverman added that the meeting provided confirmation that the committee is “on the right track” in its advisory role to the Town Council.

Etta Zasloff and Robert Marvel also stated there was much discussion on the duties of the Director of Public Welfare, and potentially adding communication with residents to the Director of Public Welfare job description. Legally, there would need to be a change made to the town charter if the town wished to modify the DPW job description.

Public Comment:

No one (physically or virtually) offered comment.

Discussion of future steps on clarifying town identity for the new website:

All those present spoke at some length about this key element of the committee’s work, which is interconnected with next steps on increasing engagement through communication tools and generating new website content. Joe Morroe, speaking as a member of the public, added that the process should involve reaching out to residents in the housing facilities of Saugatucket Springs, The Rockville Mill, and Canonchet Cliffs buildings 1, 2, and 3.

Sarah Steverman made a motion for members of the communications committee to survey the community on all items related to development of the new town website, to be presented to Brian Russo and Jeff Frenette, as outlined by the following questions:

“What does it mean to be a resident of Hopkinton?”

“Why did/do you choose to live here?”

“What are you most proud of about our town?”

“What would you like to see included on the new town website?”

“How engaged are you with town government?”

“What would increase your engagement with town government?”

“What communication methods do you prefer for communicating with the town? (Town website, posts to social media, Email, text message, robo calls, snail mail)

Motion was seconded by Caleb Grant. Motion passed unanimously.

Sarah Steverman will develop a google doc for use as a social media survey.

Etta Zasloff will make a printable version of Sarah’s form and send it to Joe Morroe, who will coordinate with Etta Zasloff and representatives from Saugatucket Springs, The Rockville Mill, and Canonchet Cliffs buildings 1, 2, and 3.

Discussion of next steps for increasing engagement:

Tabled for next meeting, pending survey feedback.

Discussion of next steps for creating website content:

Tabled for next meeting, pending survey feedback.

Future Agenda Items:

Nothing other than rolling items.

Schedule of next meeting:

Next meeting was set for Thursday 9/29 at 2:30pm at Hopkinton Town Hall.

Adjournment:

Sarah Steverman made a motion to adjourn at 10:15, seconded by Caleb Grant. Motion passed unanimously.