

HOPKINTON TOWN COUNCIL COMMUNICATION COMMITTEE
MEETING MINUTES
September 29, 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 and Caleb Grant.

Robert Marvel and Sarah Steverman were both unable to attend due to last minute changes to their work schedules.

Call to Order:

The meeting was called to order at 2:34 pm with a salute to the flag and a moment of silence.

Approval of Minutes:

The minutes of the August 5th meeting were approved as written.

Motion by Etta Zasloff, second by Caleb Grant. Passed unanimously.

Report on online results from the Town of Hopkinton Survey:

Etta Zasloff reported that there have been 12 responses so far. She noted that there was an overwhelming amount of reference to the importance of the “rural nature” of Hopkinton. Several people also noted they moved here for the schools, and there was concern for the town’s small businesses and local taxes. Many respondents expressed interest in improving the town website.

Public Comment:

Joe Morroe spoke about his work to assist the committee by delivering 100 paper copies of the survey to residents in the housing communities of Cannonchet Cliffs (#1,2, and 3), Saugatucket Springs, and Rockville Mills. He additionally met with the facilities managers, who reportedly made sure residents were aware of the survey, displayed the survey forms in public areas, and even went door-to-door handing them out.

In spite of this effort, only 6 surveys in total were returned, and Joe shared that this left him and the facilities managers a bit confused and disappointed.

But on a positive note, there soon will be two computers installed for resident use at Cannonchet Cliffs. And Joe plans to follow up on the training of residents to use these computers, so that residents will be aware of the new town website and ways to engage with town government.

Discussion and potential vote on future steps related to clarifying town identity.

There was general discussion that any content related to “clarifying town identity” should be formatted to match the structure of the new town website. It was also noted that part of the

committee's role is making sure the new town website is (1) user friendly and (2) capable of facilitating easy communication between the town and as many residents as possible.

Etta recapped that the town, per Jeff Frenette, is making headway on the redesign of the town website through Civic Plus, using their Civic Engagement templates for the website and their Civic Ready templates for emergency communications. Currently each of the town's departments is reviewing the relevant templates and noting what pieces of their current online systems need to be transferred into the Civic Plus systems.

It was generally agreed that it would be important to have Jeff Frenette and town Manager Brian Russo present at an upcoming meeting to show examples of the layout for the new town website and discuss the process and timeline for building out the content.

Etta will follow up with Jeff Frenette on this matter.

Discussion and potential vote on increasing public engagement:

Tabled - pending further information on the new town website.

Discussion and potential vote on creating new content for communication, etc:

Tabled - pending further information on the new town website.

Future Agenda Items:

Agenda items to add:

Presentation and/or discussion with Jeff Frenette and Brian Russo on the new town website.

The goal would be to inform the committee on what Civic Plus templates and structures will be used, so the committee can shape its work to match the new website design.

Schedule of Next Meeting:

Next meeting was scheduled, tentatively, for 10/11 3:00-4:30, pending availability of other committee members.

Adjourned:

The meeting was adjourned at 3:14 pm.