

Bethel Town Meeting Committee  
Minutes of August 17, 2015 Meeting

Present: Rick Benson, Jean Burnham, Neil Brooks, Victoria Weber, Lisa McCrory.

The meeting was called to order at 3:34 and we approved the minutes of the July 27<sup>th</sup> meeting.

Survey update: Rick collected 3 completed surveys from the rec center, which is now closed. They got lost at the food shelf. Rick will see if he can bring them into a visible position there again. We discussed including surveys in the school packets and definitely having a table with them at the September 3<sup>rd</sup> potluck.

Town Report and Operator's Manual:

Rick will attend an upcoming Selectboard meeting to discuss these two publications and to gain approval for us to begin working on them. We also seek permission to begin to pursue a couple of small grants to help pay for the operator's manual.

The annual Town Report covers information specific to the current and upcoming year, and the Manual would include broader information that is generalized to apply to a number of years. We estimate one edition lasting/remaining relevant for about 10 years.

We would begin with the annual Town Report, seeking to continue the work done this past year to make it more user friendly and the financial information more understandable to lay people. Based on reviewing a half dozen local town reports, we have generated a list of possible additions to our Report. This would probably result in the addition of 4 or 8 additional pages, which we recognize would increase the cost of printing the report by several hundred dollars. We will work to keep this to a minimum.

For the Manual, we briefly discussed whether we should include ads. Benefits might be income generated, and that they would get people who advertise to 'buy into' the publication, and possibly promote and disseminate it to others. The ads would inform people about businesses and services in town, many of which might be invisible on a physical level. The ads could be grouped at the back, like a yellow pages, and could be categorized. Negatives might be interruption of the graphic flow of the publication, extra pages, the fact that some would be outdated by the end of the 10-year life span of the edition, and a commercial feel to the manual.

September 3<sup>rd</sup> Potluck Gathering:

We finalized plans for this event, including an agenda, promotion, handouts and logistics at the town hall. Jean and Rick will go over at 4 pm on September 2<sup>nd</sup> to set up. Meeting adjourned at 4:35.

Next meetings are September 28<sup>th</sup> and October 26<sup>th</sup> at 3:30 at Town Clerk's office.

Minutes respectfully submitted by Victoria Weber, Secretary, August 19, 2015.