

Marketing & Communications Committee Report

November 8 2017

Detailed Recommendations for Town Hall meeting

Rationale: The Communications and Marketing (CaM) is committed to working to enhance the image of the Fire District in the community through a number of outreach activities detailed in writing and given to the Board of Trustees for their October 16, 2017 meeting.

Although these should enhance the image of the Fire District, enhancing the image of the Board of Trustees is more difficult. Many members are new, and too many in the community neither know you nor understand what you do.

We believe that a Town Hall to introduce yourselves, discuss your challenges and hopes, and listen to the community is an essential step if you hope to get community support for initiatives.

When: Although there are many possible dates, we recommend **January 24, 2018** (Lions Hall available) or **January 25, 2018** (Training Room), as a way to begin the conversation to select a date. We recommend planning an evening meeting – 7:00 p.m. to 9:00 p.m.

Where: We recommend **Fire Hall #1**. The Lions Hall is also available if the Board would prefer another location.

What: We recommend calling it: **Fire District Opportunities and Dilemmas**.

We recommend it be facilitated by a trained facilitator and focus on the five initiatives facing the Fire District in the near future: (Summary information about each of these issues will have been circulated to the community and will be available before the meeting.)

- 1) Where are We With Contract Negotiations?
- 2) The Need for a New Fire Truck.
- 3) Our Concerns about Water Supply.
- 4) Our Governance Options and Limits.
- 5) The Looming Need for a New Fire Hall.

Program could be:

- 6:30 - 7:00 Refreshments and Social Time
- 7:00 - 7:15 Welcome and Introduction of Trustees
- 7:15 - 7:35 Brief Overview of Issues
- 7:40 - 8:10 Divide into Five Groups, One for Each Issue

A Trustee would be present at each group.

A Facilitator would lead each group.

A Recorder would take notes.

A Reporter would report back to the large group.

- 8:15 - 8:30 Reports from Groups

- 8:30 - 9:00 Comments from the Community (What did we miss; what still needs to be discussed?)

- 9:00 Closing and Thank You

How Would We Get the Community to Come?

- Free articles in the Exchange and *Driftwood*.
- Possible paid advertisement in the *Driftwood*.
- Posters at public locations.
- Discussion of it (with enthusiasm!) at each of the two Board meetings before the event, hopefully generating mention of it in the *Driftwood*.
- Trustees donning their slickers and getting out into the community to invite folks.

These recommendations are offered only as a starting point for the Trustees to either approve or reject the proposed Town Hall and, if accepted, to determine the details of this meeting.