

OGWG Meeting

11/15/2021

Daniels Academy - Brookline, NH

In Attendance: Pete D'agostino, Drew Kellner, Tom Rogers, Susan Holroyd, Maria Belchis, Jill Ketchen

Via Zoom: Rose Baier

Meeting Called to order by Drew Kellner at 5:01 PM

Motion to accept the minutes of September 9th, seconded by Rogers

Discussion on motion: Belchis noted that on the last page, under motion and moved, and was seconded by John to notice to the Select Board that our plan is to put forward the warrant article. Update to the minutes should include a notice to the Select Board that OGWG is to put forth a warrant article at March Town Meeting in recommendation of the software from Civic+. Kellner moved to accept changes, Rogers seconded. Motion passed unanimously.

Rogers made a motion to accept the September 28th minutes and Kellner seconded. No discussion and motion move passed unanimously.

Public input: None. No mail.

Committee Updates: None

Discussion of Next Steps Leading to Town Meeting: D'agostino confirmed with Kellner that the recommendation has been made to the Selectboard and is moving through the budget process.

D'agostino reviewed the principles of Open Government and execution of open meetings, public data, and improving civic engagement with training modules and easy systems for volunteers. The goal is to get our standards to a level of consistency and reliability where anyone could look at an agenda and know what was to be discussed. We are going down a good path with the tech upgrade, but it will be important to follow through with implementation and training for committees and boards to use it effectively and consistently. We want to maximize the investment the town could potentially be making.

Kellner noted that this is a two phased approach. Phase 1 is internal implementation and getting staff up to speed. Second is outreach to inform people of opportunities to join the platform. It's important that this comes after implementation as the current system is so dysfunctional that it is not worth the effort. As discussed in the past, this will likely be a multi-year process with a consistent outreach and engagement effort to grow the sphere of engagement with end users.

Rogers noted that there is potential for "entry-level" town process info resources. Ketchen and Kellner expressed concern about creating documents with a shelf life when those resources are

likely available somewhere at the State level. Rogers noted an important point of clarification for the general public is when and where input will be accepted and it has been a point of conflict in the past.

The group agreed that the extension of the OGWG charter will be necessary to see the changes through and perhaps with a smaller group to avoid the quorum issues. Ketchen suggested a strategy for evaluation of the rollout at regular intervals and making adjustments to the plan as needed.

D'Agostino would like to address the product and define the goals.

Belchis expressed concern that the survey and committee research is not representative of the information people want. Town officials feel that OGWG is approaching things too negatively.

Kellner mentioned that the survey was more focused on how folks would like to receive information, which is relative to the technology implementation. Breaking this down into phases, we're really thinking about how folks receive information right now and not what they are asking for specifically.

Ketchen agreed and added that we are aspiring to a strong foundation of tools. The first goal should be to make sure that the information is accessible in its primary location. From there, you move into the distribution and awareness building stages. We must provide the full, base level of accessibility before getting into the nuts and bolts of distribution. Rogers agreed.

Kellner shared the flow of information for board meeting packets, and while that information IS public, it's not currently readily accessible and with these new platforms that can change.

Kellner then brought up the educational components we will need to address, both before town meeting and in the time of implementation.

Ketchen cited that the DPW committee did a good job getting information out ahead of town meeting. Maria felt that they had misrepresented information. Kellner and D'agostino asked that we keep the conversation broad and look for opportunities to make our campaign more transparent and helpful.

Ketchen suggested including an opportunity for folks to submit questions and create opportunities for folks to engage, ask questions and express concerns before Town Meeting.

Baier asked for clarification about how we plan to reach people. Kellner shared that we should have a base resource like a packet or slide deck that can then be delivered in person, via zoom, on social media etc.

Ketchen gave a brief update on attempts to acquire google analytics data on the town site - when the domain changed the analytics tag was attached to an old, unrecoverable account. We do not currently have access to website data.

Discussion moved to scheduling the next meeting and deliverables.

Ketchen committed to outline the outreach plan before the next meeting even though she will not be able to attend.

Discussion did continue around reaching folks who are not engaged before town meeting. Holroyd recommended each committee member reaching out to people they know. Rogers did mention that the overwhelming trend is towards digital. Ketchen will provide a list of things that have worked in the past and suggested workshopping at the next meeting. Suggested emailing her ideas and they will be included in the outline.

Motion to adjourn by Kellner, seconded by Rogers passed unanimously and meeting adjourned at 5:49 pm.