

FISCAL TASK FORCE MEETING OF 08/28/2025

MEMBERS IN ATTENDANCE: James Medeiros(JM), Member, Nancy Thompson(NT), Member, Kate Simons(KS), Clerk, Chris Sullivan(CS), Chair, Ashleigh Haslam [AH], Member

TOPIC		ACTION
Call to Order & Objectives	Meeting called to order at 5:33 in the Hearing Room.	
Approval of Prior Minutes		JM Motion NT Second All In Favor - Approved
Charter / Problem Statement / Work Plan	All agreed on the Simplified version of the Charter, with some edits made during the meeting. The Final Version will be published to Task Force & posted on Town Website.	
Budget Side – Operating Budget	<p>Reviewed ‘Berkley Department Budget Summary’ document as created by CS; walked through department by department at a high level. Each Task Force member is to review and provide follow-up questions and comments to the rest of the group.</p> <p>We also discussed how Berkley compares to other local towns in terms of statistics & spending. Jen Vincent will share links to data and we’ll plan to dig into these more in the future.</p>	
Communication Strategy	<p>The group held a Brainstorming / Working Session as it relates to a communication strategy.</p> <p>Goals:</p> <ol style="list-style-type: none"> 1. Let people know we have a problem 2. Inform the Town About the Task Force’s Progress 3. Educate Residents on Key Terminology / Concepts 4. Share Possible Solutions 5. Engage People in the Town to Get Involved 6. Targeted Outreach to Different Departments [Existing Events] 7. Inform Only!! Follow the law <p>Target Audience:</p> <ol style="list-style-type: none"> 1. All Voters in the Town of Berkley 2. Department Heads need to be a secondary audience – they will be our points of contact to help disseminate information. Of note, Berkley Public schools has a massive following. <p>Channels / Timing [Needs to Be Further Developed]:</p> <ol style="list-style-type: none"> 1. Post on Website 2. Social Media 3. If we are JUST informing the public, we can use Jen Vincent’s Page. BOS. 4. COA Newsletter <p>Key Messages [Needs to Be Further Developed]:</p> <p>What Else:</p> <ol style="list-style-type: none"> 1. Develop Group ‘Talking Points’ or Elevator Pitch 2. We are an independent Task Force, our Communications do not need approval from any other department 3. A One-Sheet [Need to Better Understand Use & Guidelines] 	
Next Steps	<ul style="list-style-type: none"> • Gather Specific Questions that arise from Berkley Department Budget Summary Document. Send to CS via email; he will combine into one document. 	

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	<ul style="list-style-type: none">• During the next meeting, we'll draft our first communication; likely "Who we are and what we're doing" [target publish 9/13 craft fair or curriculum night]• Continue to craft a communication plan• Send any final comments on Charter / Problem Statement / Work Plan	
Adjourn	Meeting Adjourned at 6:58pm	KS Motion JM Second All In Favor - Adjourned
Parking Lot	SRPEDD Economic Development Survey	