

## BERKLEY S.A.V.E. MEETING OF 10/16/2025

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                                       |
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| Call to Order & Objectives | Meeting called to order at 5:30pm                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                              |
| Approval of Prior Minutes  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | AH Motion<br>NT Second<br>All In Favor - Aye |
| Communication Updates      | <p><b>Overall Communications Updates</b></p> <ul style="list-style-type: none"> <li>AH created a stylized version of our One-Page Flyer; plan to post this on Facebook ASAP.</li> <li>KS created a series of “Did You Know?” style posts to build awareness. Need the whole team to review and comment so we can get them posted ASAP.</li> <li>Robin Marshall (32 Locust St.) suggested using more eye-catching images and avoiding the town logo for social posts.</li> <li>The task force voted (NT motioned) to formally change the name and logo. Heather Almy, Town Clerk, should be notified of this decision.</li> </ul> <p><b>Outreach/In-Person Opportunities</b></p> <ul style="list-style-type: none"> <li>The PTO awareness session was completed and well-received.</li> <li>Upcoming outreach events include: <ul style="list-style-type: none"> <li><b>Halloween on the Common</b> on Thursday, October 24, from 5–8 p.m. Roughly 500 kids plus parents are expected. Members will rotate in 45–60 minute shifts and distribute 200–300 flyers. The event will feature the Barrels &amp; Boards food truck and s’mores on the Common.</li> <li><b>Election Day outreach</b> on Saturday, October 25, from 10–12. The setup will mirror other events.</li> <li><b>Council on Aging (COA) outreach</b> on Monday, November 10, around 3 p.m. The COA Bulletin reaches about 450 households. CS and NT will coordinate and include a short monthly update.</li> </ul> </li> <li>The SAVE Taskforce presentation is on the warrant. A brief five-minute presentation at Town Meeting will cover the problem statement, why the town is acting, and what choices residents will face. CS will draft and share the presentation in the coming week. Messaging should clearly communicate: <ul style="list-style-type: none"> <li>Who we are, what we’re doing, and why we’re doing it.</li> <li>Simple, relatable numbers that show Berkley’s financial situation.</li> <li>The reason for action: Berkley is struggling financially, and residents need to understand what’s at stake / the risks of not taking action.</li> <li>A call to action — encourage residents to pay attention and get involved.</li> <li>Set the timeline context: “It’s November — in a few months you’ll be faced with choices.”</li> </ul> </li> </ul> <p><b>Interactive Budget Tool</b></p> <ul style="list-style-type: none"> <li>Rob Powell shared updates on the interactive budget tool, including visuals and a JavaScript-based demo. The tool gives an overview of department funding and the broader budget picture.</li> <li>All members to review this tool and provide their feedback to CS.</li> <li>From there, CS will prioritize needs vs must-haves and ensure that we have data to back up any items we wish to have visualized.</li> </ul> |                                              |
| Budget / Problem Updates   | The Task Force Elected to review the results of ‘Department Head Surveys’ and associated themes in the next meeting.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                              |

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|                                 | <p>Task force members continue to seek out comparable data from other towns – both in terms of hard numbers [as posted on the DLS Website] and through research/conversations with individual towns.</p> <p>Discussion focused on lessons from a comparable community that has avoided operating overrides. Business and residential growth were noted to have both benefits and costs—commercial expansion can generate new revenue but also increase service demands.</p> <p>The town studied achieved substantial new growth through mixed-use and Chapter 40B developments. Despite adding housing units, school enrollment declined due to smaller household sizes and more one- and two-bedroom homes. In contrast, Berkley has larger family sizes and an aging population that tends to remain in place, meaning added units do not necessarily drive higher education costs.</p> <p>Participants highlighted the need for smaller, more affordable housing options—especially for seniors—and the value of diversifying Berkley’s largely single-family housing stock. Zoning updates and mixed-use development were discussed as ways to support balanced growth while preserving open space.</p> |  |
| Solutions Discussion            | <p>Conducted a Preliminary Solutions Workshop using the checklist provided by Chris at the 10/2/25 meeting. The goal was to quickly evaluate each potential solution based on Effort and Impact, using a Pick-Chart format.</p> <p>This exercise was an essential step in ensuring our task force conducts due diligence by evaluating all potential options to address Berkley’s current fiscal challenges. Through this process, we successfully grouped ideas into clear categories to help prioritize the most viable solutions.</p> <p>As we gather additional information, we plan to revisit and refine this analysis to ensure our preliminary findings are both well-informed and actionable.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |
| Parking Lot / Future Topics     | <ul style="list-style-type: none"> <li>• SRPEDD Economic Development Survey – help us understand potential strategies and local appetite for Economic Development</li> <li>• Capital Improvement Plan</li> <li>• Survey – can we gauge “taxpayer satisfaction”</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |
| Public Input                    | <p>R. Marshall expressed concern about using other towns for comparable data analysis, noting that differences in how budgets and expenditures are organized could create confusion. CS acknowledged this point but clarified that the intent of engaging with other communities is to understand their broader fiscal and operational challenges and successes, rather than to compare individual line items.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |
| Next Steps & Action Assignments | <p><b>Communications</b></p> <ul style="list-style-type: none"> <li>• Review and provide feedback on the new “Did You Know?” Facebook posts (All members).</li> <li>• Post AH’s one-page flyer and finalized social content once reviewed (KS / AH).</li> <li>• Notify <b>Heather Almy, Town Clerk</b>, of the formal vote to change the task force name and logo (NT).</li> <li>• <b>Interactive Budget Tool</b> <ul style="list-style-type: none"> <li>○ Review the tool shared by Rob Powell and submit feedback to CS (All members).</li> <li>○ CS to compile feedback, prioritize “must-haves” vs. “nice-to-haves,” and verify supporting data before the next iteration.</li> </ul> </li> <li>• <b>Outreach &amp; Events</b> <ul style="list-style-type: none"> <li>○ <b>Halloween on the Common (Oct. 24, 5–8 p.m.):</b> <ul style="list-style-type: none"> <li>▪ Staff the booth in rotating 45–60 minute shifts (All).</li> </ul> </li> </ul> </li> </ul>                                                                                                                                                                                                                                          |  |

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|         | <ul style="list-style-type: none"><li>▪ Print and distribute 200–300 flyers (AH).</li><li>○ <b>Election Day Outreach (Oct. 25, 10–12):</b><ul style="list-style-type: none"><li>▪ Set up and staff the outreach table (All).</li></ul></li><li>○ <b>Council on Aging Session (Nov. 10, ~3 p.m.):</b><ul style="list-style-type: none"><li>▪ Coordinate outreach and monthly bulletin update (CS &amp; NT).</li></ul></li><li>• <b>Town Meeting Presentation:</b><ul style="list-style-type: none"><li>○ Prepare a <b>five-minute Town Meeting presentation</b> outlining the problem statement, financial context, and upcoming choices (CS to draft; team to review).</li></ul></li></ul> <p><b>Budget / Problem Updates:</b></p> <ul style="list-style-type: none"><li>• All to review and come ready to discuss Department Head Survey Results (All Members)</li><li>• Continue to Solicit Feedback from Other towns (All Members)</li></ul> |                                              |
| Adjourn | Meeting Adjourned at 7:09                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | KS Motion<br>NT Second<br>All In Favor - Aye |