

SUBJECT TO APPROVAL

MEETING DATE: MONDAY, FEBRUARY 20, 2020
8:00 A.M.

MEETING PLACE: TOWN CAMPUS ROOM A

BOARD OF SELECTMEN MEETING MINUTES

8:00 a.m. Regular Session

First Selectwoman Lyons called the Regular Session of Monday, February 10, 2020 to order at 8:01 a.m.

1. Pledge of Allegiance.
First Selectwoman Lyons led the Pledge of Allegiance.
2. Approval of minutes

MOVED by Selectman Murphy and seconded by Selectman Goldberg to **APPROVE** the minutes of January 27, 2020.

VOTE: the motion was approved unanimously.

3. First Selectwoman's Updates

First Selectwoman Peggy Lyons gave an overview of ongoing projects and progress reports on the work of the First Selectwoman's Office; the overview is attached to the end of these minutes. One update was in regards to the CIRMA Excellence in Risk Management Award and she asked Lauren Rhines, Town Services Coordinator / Risk Manager for the Town to provide an overview of the award process and the application from the Town which was recognized as an award recipient.

4. Liaison Reports / Selectmen Comments

Bruce Wilson	Beach & Recreation Commission
Scott Murphy	Friends of Scranton Library Book Sale, State of the Youth event

5. Citizen comments

None.

OLD BUSINESS

6. Discuss and take action to approve project Sow, Grow, Savor: an intergenerational edible gardening program at the Madison Senior Center.

DISCUSSION: The project was reviewed at the January 27, 2020 meeting and the Board reviewed that there was no cost to the Town to implement the project.

MOVED by Selectman Wilson and seconded by Selectman Goldberg to **APPROVE** Sow, Grow, Savor: an intergenerational edible gardening program at the Madison Senior Center.

VOTE: the motion was approved unanimously.

7. Review potential Referendum timelines with Bond Council.

DISCUSSION: Glenn Rybacki, from Day Pitney, the Town's Bond Council reviewed that they have provided a timeline breakdown for two different plans (referendum in November with election, or referendum in December). He stated that Board of Selectmen and Board of Finance could begin the process for either referendum path in May 2020. Mr. Rybacki reviewed that starting early in May would allow for the Town to apply for grant funding, especially for the school project. Also, in order to be on the November 2020 referendum, action must be taken before September 1, 2020.

Under state election laws, once a referendum is set, Town money cannot be spent to advocate a position for or against the vote. The Town is allowed to produce explanatory text only. The Board reviewed what type(s) of correspondence and information that they may include in the recording of their minutes as it pertains to a possible opinion on the matters being taken to referendum.

Selectman Goldberg questioned if the Board members could be advocates of an opinion on these topics outside of their Board meetings and Mr. Rybacki cautioned that although Town funds were not expended in this case, the Board members should refer to the Town's attorney for clarification prior to disseminating their opinions on these matters in public.

First Selectwoman Lyons stated that if the matters go to referendum in the fall, then there is more time to engage and educate the public before the items go to a vote. She noted a two-week or so block of time into September which could be used to provide educational information / meetings to the public.

The Board reviewed whether the votes for both the Academy School and the School projects could go to separate referendums. First Selectwoman Lyons stated that the Board of Finance has expressed their preference for both projects to be placed on one referendum; given this desire and the new timeline information, the Board of Finance should have a similar discussion on timelines and make a determination of whether to go to one or separate referendums. The Board also reviewed how these projects are planned

within the Capital Improvement Project. The Board agreed that the timeline document could be broken out to outline a side-by-side comparison of both the Academy School and School Facilities Project referendums.

Selectman Goldberg reviewed why the referendum questions in the past have been very complex and Mr. Rybacki stated that the goal is to make the question as specific as possible. The question should be able to tell the public what the project is, in detail, and that the approval for an appropriation includes the approval to bond the funds. He stated that the Board could explain the question in advance but that the question itself must cross certain barriers in order to maintain validity of the vote.

Selectman Murphy stated that the Board owed the Board of Education some clarification on the intended timeline so that the Board of Education could start getting the word out on their project. Board of Education Chairwoman, Katie Stein, stated that having a target referendum date would be helpful so that this board could begin planning their future meetings, etc.

Selectman Goldberg asked whether there was any insight on whether including the referendum questions at an election was a beneficial plan. Mr. Rybacki stated that there were pros and cons of either way forward; sometimes standalone referendums are not well attended, but sometimes including the item on an election ballot allows it to be lost in the shuffle. He stated that the Board knows the Town better and this was a judgement that they would have to make and this decision would require additional funding should a standalone referendum be brought forward.

Selectman Wilson stated that he thought that including the referendum questions in the highest voter turnout election would be beneficial and would allow for the most involvement. Selectwoman Lyons stated that this was her initial thinking as well, however, she cautioned that this would mean that information may not be adequately disseminated at the beginning of the school year to new residents, and parents whose children are new to the school district.

Mr. Rybacki clarified that information could be disseminated in September, the restriction was on the nuance of that information; the Board could not, after September 1st, provide information that may be construed as presenting direction on which way to vote at referendum. He stated that nothing is holding back any Board from starting this public dissemination of information now, either.

8. Discuss and take action to approve the Charge of the Solid Waste Disposal Committee.

DISCUSSION: First Selectwoman Lyons provided an overview of the discussion at the January 27, 2020 meeting which brought this topic forward and Lauren Rhines clarified that the Charge is based on the agreement from 1983 between the two Towns. She also stated that Guilford was unable to find a Charge and that she would be providing this Charge to Guilford to help them implement their group.

MOVED by Selectman Wilson and seconded by Selectman Murphy to **APPROVE** the Charge of the Solid Waste Disposal Committee.

VOTE: the motion was approved unanimously.

9. Update on the Town of Madison Communications Plan.

DISCUSSION: First Selectwoman Lyons provided an overview of the process to-date for developing a Communications plan as well as current communication processes in Town; there are slides attached to these minutes that detail this process and provide a list of how the town currently communicates to the public. She stated that the Town does not have a Communications “person” so the different types of communication fall to various internal departments. She stated that having a point person to drive content as well as dissemination would be beneficial and should be considered in the future. The communications plan will be brought back to the public as changes are made and implemented.

10. Update on beach management and the summer 2020 pass system.

DISCUSSION: Beach and Recreation Director, Scot Erskine provided an overview spreadsheet of how the system is moving forward. The daily rates are being increased from the rates of 2018 and they are in line with neighboring communities. There is also recruitment going on now for lifeguards to staff the beaches for this summer. The recruitment is pulling applicants from various shoreline locations. The returning staff have begun to put in applications and then the department will be able to determine what staffing is needed to fill in the gaps and also to meet any additional requirements of this beach pass system. He stated that data from Complus / Passport was provided back to the Town and that this data is being analyzed to create a database of pass holders. The passes will be available in Town for April in-person purchase and the Town is determining a way forward for online purchasing. First Selectwoman Lyons stated that she would be scheduling a Public Information Session to provide an overview only on this topic to the public.

NEW BUSINESS

11. Discuss and take action to call a Budget Public Hearing on Wednesday, March 4, 2020 at 7:00 p.m. in the Auditorium of the Walter C. Polson Middle School for the purpose of a budget presentation of the Board of Selectmen and the Board of Education Budgets, conducted by the Board of Finance in accordance with the Town Charter (10.5.A).

MOVED by Selectman Murphy and seconded by Selectman Wilson to **APPROVE** calling a Budget Public Hearing on Wednesday, March 4, 2020 at 7:00 p.m. in the Auditorium of the Walter C. Polson Middle School for the purpose of a budget presentation of the Board of Selectmen and the Board of Education Budgets, conducted by the Board of Finance in accordance with the Town Charter (10.5.A).

VOTE: the motion was approved unanimously.

12. Discuss and take action to accept a donation from Neighbor to Neighbor to the Madison Youth and Family Services Department in the amount of \$10,000 to be used for individuals and families in need of emergency financial assistance.

DISCUSSION: First Selectwoman Lyons stated that this is annual donation from Neighbor to Neighbor and Catherine Barden, Assistant Director of Social Services stated that this funding has done amazing things in years' past and for some residents this funding is what keeps them in their homes. She thanked Neighbor to Neighbor for their continued support

MOVED by Selectman Wilson and seconded by Selectman Murphy to **APPROVE** accepting a donation from Neighbor to Neighbor to the Madison Youth and Family Services Department in the amount of \$10,000 to be used for individuals and families in need of emergency financial assistance.

VOTE: the motion was approved unanimously.

13. Discuss and take action to appoint the following members to the Ad-Hoc Government Study Committee:

Helen Burland
Jean Ferris
Lauren Noble
Bob Polito – Chair
Bob Reinhardt
Peter Roos
Leo White.

DISCUSSION: The Board of Selectmen nominations subcommittee met with 15 applicants for thirty minutes each and after difficult deliberations, this slate has been brought forward for approval. Selectwoman Duques stated that she was impressed with the applicants and encouraged by the response.

Selectman Goldberg stated that there was another resident who he was bringing forward to be guidance for this committee, and that is Gus Horvath. The Board agreed that Mr. Horvath has been a great help and a great resource and will continue to be one for this committee.

MOVED by Selectman Goldberg and seconded by Selectman Wilson to **APPROVE** the above appointments to the Ad-Hoc Government Study Committee.

VOTE: the motion was approved unanimously.

14. Discuss and take action to appoint the following members to the Ad-Hoc Island Avenue Future Use Committee:

Rich Bonnanzio
Jason Brown
Phil Chamberlain
Graham Curtis - Chair
Athena Nomikos
Joe Paradiso
Barbara Resnick.

DISCUSSION: The Board of Selectmen nominations subcommittee met with 19 applicants for fifteen minutes each and after difficult deliberations, this slate has been brought forward for approval. Both Selectmen Murphy and Selectmen Wilson stated that applicants not selected will be remembered for future volunteer opportunities.

MOVED by Selectman Murphy and seconded by Selectman Wilson to **APPROVE** the above appointments to the Ad-Hoc Island Avenue Future Use Committee.

VOTE: the motion was approved unanimously.

15. Discuss and take action to approve awarding the bid for the replacement of the Brown School Wood Gym Floor to Kenvo Floor Co., Inc. 128 Ten Rod Road, Exeter, RI. 02822 with the following funding: Base Bid of \$188,019.00 plus bid options #2 additional \$3,773 or bid option # 3 additional \$49,313 or bid option #4 additional \$5,013 and if needed bid option #5 schedule of unit price for hazardous material abatement as noted A through J ; \$10.50 per containment, \$12.32 per square foot, \$4.00 per linear foot, \$10.5 per bag, as outlined in the bid.

DISCUSSION: Facilities Director, Bill McMinn stated that it is very important to have the project completed in the summer. The lower bidder is roughly \$7,000 cheaper; however, they did not include pricing for all potential options. This past summer, there was a construction project at the school that included a sophisticated drainage system, however, the underground piping had failed and it was impossible to know this in advance. The town cleaned the water immediately; however, the floor did buckle over time. The floor is still usable and safe, but it should be replaced.

MOVED by Selectman Murphy and seconded by Selectman Wilson to **APPROVE** awarding the bid for the replacement of the Brown School Wood Gym Floor to Kenvo Floor Co., Inc. 128 Ten Rod Road, Exeter, RI. 02822 with the following funding: Base Bid of \$188,019.00 plus bid options #2 additional \$3,773 or bid option # 3 additional \$49,313 or bid option #4 additional \$5,013 and if needed bid option #5 schedule of unit price for hazardous material abatement as noted A through J ; \$10.50 per containment, \$12.32 per square foot, \$4.00 per linear foot, \$10.5 per bag, as outlined in the bid.

VOTE: the motion was approved unanimously.

16. Discuss and take action to approve awarding the bid for the Renovation to the Madison Police Station to Munger Construction Co. Inc., 750 East Main Street, Suite One,

Branford, CT 06405 with the following funding: Base Bid of \$58,115.00 plus bid options #1 additional \$1,550 if needed.

DISCUSSION: The Police Department has been in their building since 2000. The Detectives needed new equipment and this new equipment does not fit in the spacing in the Detectives Department. In order to accommodate this equipment, and to meet current industry standards, this renovation is being brought forward. Mr. McMinn reviewed that the bidder is reputable and that the Facilities Department solicited bids from four contractors, but only this contractor responded.

MOVED by Selectman Wilson and seconded by Selectman Murphy to **APPROVE** awarding the bid for the Renovation to the Madison Police Station to Munger Construction Co. Inc., 750 East Main Street, Suite One, Branford, CT 06405 with the following funding: Base Bid of \$58,115.00 plus bid options #1 additional \$1,550 if needed.

VOTE: the motion was approved unanimously.

17. Appointments:

Discuss and take action to approve moving Toni Davis from Bicycle and Pedestrian Advisory Committee Alternate to Regular Member for a term to expire January 1, 2024.

DISCUSSION: First Selectwoman Lyons stated this vacancy was noted when the Commission was made permanent on January 27, 2020.

MOVED by Selectman Murphy and seconded by Selectman Goldberg to **APPROVE** moving Toni Davis from Bicycle and Pedestrian Advisory Committee Alternate to Regular Member for a term to expire January 1, 2024.

VOTE: the motion was approved unanimously.

18. Tax Abatements / Refunds.

MOVED by Selectman Murphy and seconded by Selectman Wilson to **APPROVE** Tax Abatements/Refunds in the amount of \$11,022.91.

VOTE: the motion was approved unanimously

19. Citizen Comments.

Bill Stableford, Chair of the Ad-Hoc Academy School Community Center Design Committee, stated that in order to apply for grant funding through the State for the Academy School project, certain documents and plans must be submitted with the request for funding. The Town would also need to hire grant specialists for some types of grant

funding. Overall, the Town would need to spend some upfront money to apply for several types of grant funding.

Justin Murphy from Windwood Lane stated that it might make sense for the website to provide a link on the Board of Selectmen page to email comments to the entire Board.

20. Executive Session

- a. Lease Negotiations – Island Avenue School.

MOVED by Selectman Murphy and seconded by Selectman Wilson to approve moving into Executive Session at 9:33 a.m.

Invited in was Town Services Coordinator / Risk Manager, Lauren Rhines and Facilities Director, Bill McMinn.

VOTE: the motion was approved unanimously.

There being no objections, the Board adjourned back to Special Session at 10:12 a.m.

21. Adjournment.

There being no objections, First Selectwoman Lyons adjourned the meeting at 10:12 a.m.

Respectfully submitted,

Lauren Rhines
Town Services Coordinator / Risk Manager

First Selectwoman Update

- Annual Town Meeting held on January 27th
- Coffee and Conversation held on January 30th – First in Monthly Series. Topics included:
 - Ethics commission, Island avenue, economic development, environmental policies, tax policies for seniors/veterans, improving communication with residents
- Attended CIRMA Annual Meeting – Madison
Awarded prize for Excellence in Risk Management
- Toured two community centers – Elmwood in West Hartford, newly refurbished Branford Community House

First Selectwoman Update (cont.)

- Continuing to identify, analyze and prioritize unfinished projects/issues for completion such as:
 - School Facilities plan
 - Academy Community Center proposal
 - Island Avenue lease and future use
 - Strategic Plan
 - Ethics Commission
 - Shoreline East Rail 2nd platform
 - Analysis of town buildings/ space utilization
 - Town Vehicle Management study
 - Beach operations/passes
 - Flood plain ordinance
 - North Madison water tank installments
 - Energy efficiency projects
 - Ambulance Study
 - Downtown Center Project
 - Library Memorandum of Understanding
 - Dog Park
 - Waste Transfer Station Board
 - Bauer Park Funding
 - Wastewater management plan
 - Meeting space booking software
 - Cemetery maintenance
 - Inventory of town historic assets
 - Downtown cross-walk
 - MUNIS roll-out

2020 Election Timeline Considerations

Presidential Primary (April)	Budget Referendum(May)
March 6 - TC Blank Ballot to electors temp living overseas & Military	April 28 - Budget Public Hearing 2 Legal notices per Charter
April 7 - Absentee Ballots Available April 28 - Presidential Primary	May 19 - Budget Referendum June 3 - Voting machines unlocked
May 13 - Voting machines unlocked	
State Primary (Aug)	Presidential Election (Nov)
June 9 - TC Blank Ballot to electors temp living overseas & Military	Sept 3 - Last day for Municipality to Approve Question
July 21 - Absentee Ballots Available Aug 11 - State Primary	Sept 15 - TC Blank Ballot to electors temp living overseas & Military
Aug 26 - Voting machines unlocked	Sept 18 - Last Day TC to file Question with State
	Oct 2 - Absentee Ballots Available Nov. 3 - Presidential Election
	Nov 18 - Voting machines unlocked

Notes: Voting Machines are locked 14 days after Election

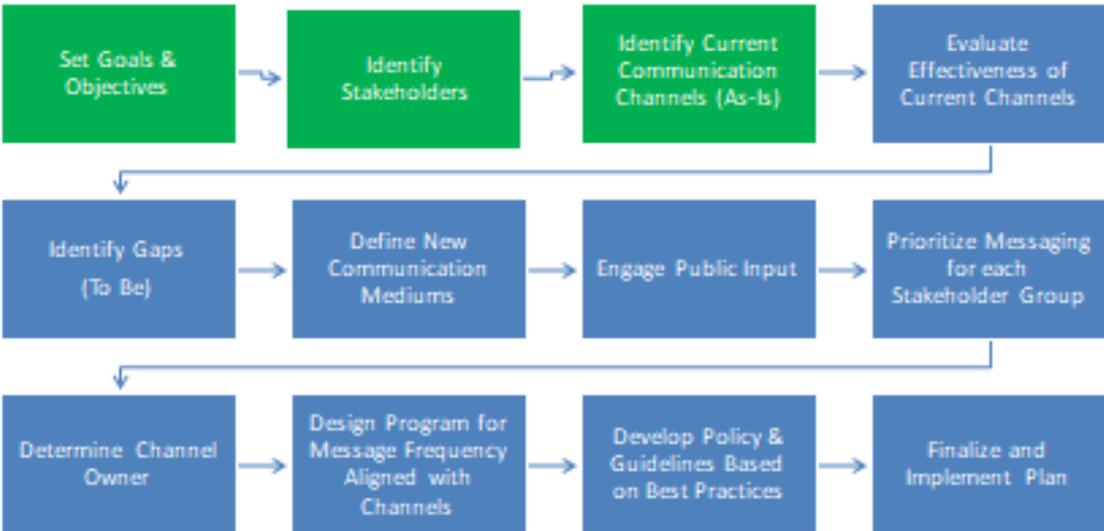
Referendum Timeline Considerations

- Project specific considerations
 - School Facility Plan
 - Board of Selectmen review in process
 - CIP review in process
 - Developing public information plan
 - Academy
 - Refining proposal
 - CIP Review in process
 - Updated timeline on 1/27
- Board of Finance preference that both projects be on same ballot for referendum
- Timing Goals
 - Fully inform voters with precise, accurate information on both referendum, including public information sessions
 - Maximize community turn – out at polls
- Referendum held outside of required elections calendar could cost on average \$7-10K

Communications Plan Update Summary Draft



Communications Plan: Process



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Communications Plan: Goals & Objectives

External: Push information to the Public

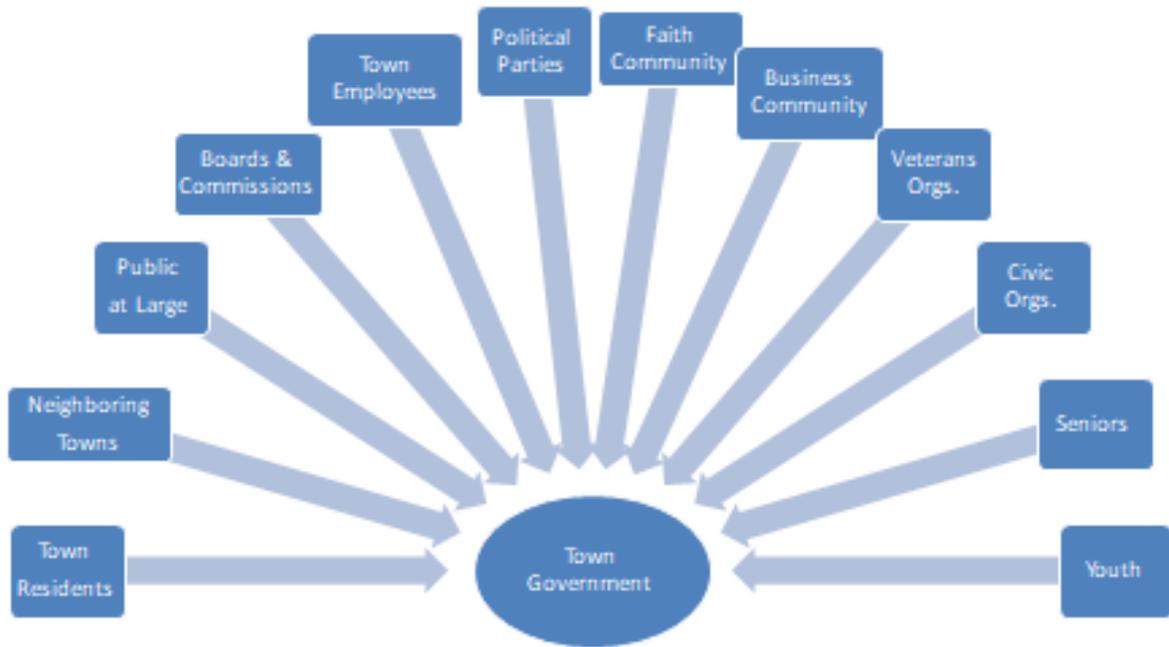
- Create consistent, reliable form of communication
- Increase public involvement / awareness of town government
- Provide accurate information to public about town government operations
- Streamline methods of communication
- Grow audience by improving current channels and exploring new ways to reach public (live streaming, town halls, etc.)
- Improve functionality of various town on-line presence
- Promote town meetings, actions, and town sponsored events
- Inform public about important public safety issues (weather, others)
- Create portal / system for constituents to contact the town

Internal: Pull information from the Town

- Coordinate sharing of information across departments
- Establish internal processes for disseminating information to the public
- Develop policies, rules, and guidelines for public outreach
- Create parameters for social media content / postings on behalf of town
- Improve tracking system for constituents to improve responsiveness

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Communications Plan: Stakeholders



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Communication Roles and Responsibilities

Topics	Website News Alerts	Website Agenda / Calendar Center	Dept. Webpages	Email / SMS	Town Facebook	Twitter	News Channels	Source / Register	Patch	Robocall
Emergency/Weather	X			X	X	X	X			X
News Announcements	X			X	X	X			X	
Senior Center Newsletter	X			X	X	X				
Town Newsletter	X			X	X	X				
Department News	X		X	X	X	X				
Press Releases	X			X	X	X			X	
MY&FS Newsletter	X			X	X	X				
Tax Office Reminders	X			X	X	X				
Town Meeting	X			X	X	X		X		
Public Safety Updates	X		X	X	X	X				X
Regulations / Ordinances	X			X	X	X		X		
Volunteer Opportunities	X		X	X	X	X				
Legal Notices	X			X	X	X		X		
RFPs & Bids	X			X	X	X		X		
Meeting Calendars		X		X	X	X		X		
Meeting Minutes / Videos		X		X	X	X				
Job Postings	X			X	X	X				
Selectman's Corner			X	X	X	X		X		
Programming / Classes			X	X	X	X				
Budget Documents	X				X	X		X		

Communications Plan: New Initiatives

- Creating monthly “Coffee & Conversation” meetings for resident drop-ins
- Increasing use of social media to “push” information
- Use of overhead presentation materials to facilitate meetings
- Exploring applications for constituency feedback
- Planning Live Streaming of Board of Selectmen Meetings
 - Via Madison Cable Access Channel
 - MCTV will be testing new equipment next week
 - Announcement to public via website / Facebook of the launch date
 - Live streaming from MCTV to YouTube Live Channel

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