

TOWN OF BEDFORD
September 12, 2023
BEDFORD FACILITIES INFORMATION & COMMUNICATIONS SUBCOMMITTEE
MEETING MINUTES

A meeting of the Bedford Facilities Information & Communications Subcommittee was held on Tuesday, September 12, 2023 at the Police Training Conference Room, Safety Complex, 55 Constitution Drive, Bedford, NH. Present were: Robert Buxton, Kevin Glenn, Joseph Hoebeke, Ray Lessard and Sue Mullen. Also present: Dave Gilbert (Town Council Rep), Sue Thomas (Town Council Rep), Bill Foote (School Board Liaison), Rick Sawyer (Town Manager), Jeanne Walker (Assistant Town Manager), Coleen Richardson (BCTV, Asst. Station Manager), Tom Zuppa (John Guilfoil Public Relations), and Kathleen Porter (Lavallee Brensinger Architects).

1. The meeting was called to order at 5:04 pm.
2. Introductions: The Town has hired John Guilfoil Public Relations to assist in developing and distributing the message about the proposed Police and Fire Complex. Tom Zuppa, their Public Relations Director is still coming up to speed but is looking forward to working on this project. He explained that they will be creating a new website for the project and showed the Committee an example. The new website will be developed quickly and will evolve from what has already been posted. They will also be developing a series of email alerts that will be interactive with social accounts.
3. Review of Video: The video was played for the committee. It was received very well. There were a few issues noted that will be corrected/reshot. Ideas for the next video in the series include showing what we currently have versus what it should be and explaining that this is an investment in the community and showing what a new facility does for the town and its employees.
4. Review of Presentation: The changes requested at the last meeting have been made. The group reviewed the presentation and made several grammatical corrections. Some updated photos need to be added and the estimated costs slide will need to be added once the estimate is complete. JGPR will review and provide additional comments.
5. Presentation Meetings: As previously discussed, Jeanne Walker will be scheduling the presentations to the various groups throughout town. Currently there are two meetings scheduled – Men’s Club on January 8 and Rotary Club – February 7. She will continue to set up meetings in the coming weeks and provide a sign-up schedule to members of the committee. One staff member will be present at the meeting to provide the video set up, handouts and general logistics.

6. Police and Fire Open House – An open house for the police and fire departments has been scheduled for September 20, 2023 from 5 pm to 8 pm. The Police Chief has asked Ray Lessard to provide tours of the Police Station to interested people to show them the current conditions. Ray and Jeanne are planning on having a table at the open house to promote the new facility, to explain the need and provide some details. It would be appreciated if other members of the committee could attend for a portion of the evening. Jeanne will send out an email request for volunteers.
7. Approval of August 8, 2023 meeting minutes: Ray Lessard made a motion to approve the meeting minutes and Kevin Glenn seconded. Minutes approved.
8. Kevin Glenn asked about the questions asked during the last Town Council meeting. He wanted to make sure that there was follow up to these questions as it is expected that others will have the same questions. He asked how the questions of who approved the land purchase and what is the need for a new police station will be addressed. There was a general discussion on answering questions – the group should attempt to respond with the same facts and information and if unsure of an answer, tell them you do not have the answer but will get back to them and then follow-up. The frequently asked questions section of the website should be reviewed by the committee members and additional questions and answers will be added as more questions are received (this includes the questions asked by the Town Council at their previous meeting).
9. The Committee would like to create an informational mailer that could be sent to all households in town to inform people about the project. This allows the information to be distributed to everyone, not just those who use the Town’s website, Facebook or BCTV for information.
10. The next meeting is scheduled for October 10, 2023 at 5:00 pm
11. The meeting was adjourned at 6:37 pm.

Respectfully submitted,
Jeanne Walker, Assistant Town Manager