

Attachment (1): Agenda, including Task Force Charge

Attendees:

Michael Foilb, Paul Joseph, Scott Laughlin, Joshua Ostroff, Stephen Roche, Gary Shilman, Rich Sidney

7:14 p.m.: Call to order.

7:15 p.m.: Members sworn in by Town Clerk

Note: numbers below align with agenda items in attached document

1. Designated acting clerk: Rich Sidney volunteered
2. Team introductions: Each member briefly recapped background and interest in supporting the town with this revenue enhancement initiative
4. Review of task force charge and timetable
 - o Team will cull ideas from various sources, including public input; prioritize list of option; and present ideas to selectmen and administration or school committee/department as appropriate
 - o Report due to Board of Selectmen in about four months
 - o Team will target June 2008 for progress report to Board of Selectmen
 - o Discussion on bounds of the committee's charge
7. Elections of Chair, Vice Chair, and Clerk

Team members were provided an open welcoming invitation to apply for each of the three available positions.

 - o Chair
 - Motion: Joshua Ostroff nominated by Rich Sidney
 - Second by Michael Foilb
 - Vote: 7-0-0
 - o Vice Chair
 - Motion: Michael Foilb nominated by Joshua Ostroff
 - Second by ???
 - Vote: 7-0-0
 - o Clerk
 - Motion: Paul Joseph nominated by Joshua Ostroff
 - Second by Rich Sidney
 - Vote: 7-0-0
5. Reviewed process for evaluating ideas
 - a. Categories of revenue were 'white boarded' by the team. Each major category and an example
 - Sales and expansion of services – e.g., condo trash removal, school choice, municipal light plant,

- Grants and gifts, endowments – e.g., Trusts
 - Assets – Sales and/or rental of town-owned assets, surpluses
 - Marketing, Sponsorship, advertising – e.g. licensing, trademarks, IP
 - Taxes – e.g., local options, tax titles, pilot
 - Fees – extending/increasing on current services. There is an initiative Town underway to explore this
 - Economic development – e.g., biotech zone, BRAC (base re-alignment and closing in re: Natick Labs), Nat'l Guard site, sister city
- b. Division of Labor: for each of the above categories, a member of the team was designated to manage the collection of ideas for the next meeting's white boarding session. While the member will not have exclusive responsibility to come up with ideas for his/her specific category, the individual will centralize and manage all information flow pertaining to that category, including input from other members of the team, the public, other constituents.
- Michael Foilb – Marketing/Sponsorship/Advertising
 - Paul Joseph – Economic Development
 - Scott Laughlin – Grants, Gifts, and Endowments
 - Stephen Meyler/Anne Blanchard - Assets
 - Stephen Roche - Taxes
 - Gary Shilman - Fees
 - Rich Sidney – Sales and Expansion of Services

In addition to generating and assigning categories, the team began a list of targeted resources for new ideas, validation of proposed ideas, and engagement in developing proposals for adoption and/or direct involvement. Among the resources identified were:

- Corporate citizens
- Municipal organizations (Mass Muni Association)
- Other (local and elsewhere) communities – what can we learn/share?
- Major employers in Natick (e.g., Natick Labs)
- Trade associations
- Unions
- Community organizations (e.g., school, cultural, and civic)
- Metrowest Chamber of Commerce
- Public input
- Town boards
- Town Meeting
- State Legislators/Home Rule Petitions

Rich Sidney suggested reaching out to other community organizations with ties to the above and/or vested interest in supporting efforts of Task Force (e.g. Natick Center Associates, Friends of the Fourth, etc)

6. Process for soliciting input from the public

- Town website for Revenue Enhancement Task Force at:
http://www.natickma.gov/Public_Documents/NatickMA_BComm/RETF
- Public welcome to send suggestions to any individual Task Force member or via e-mail to: selectmen@natickma.org
- Suggestion to promote idea solicitation on public access television (Pegasus) with announcement and to have member(s) of team participate in local programming over course of next few months
- Motion:
 - Raised by Rich Sidney to authorize the Chair to submit a letter to the newspaper on behalf of the Task Force, inviting public to submit their ideas – Letter to be written by Joshua Ostroff
 - Seconded by Scott Laughlin
 - Vote: 7-0-0

8. Meeting Schedule

- a. Next meeting will be Thursday, April 24, 2008 at 7:00 p.m.
- b. Following meeting to be scheduled for Wednesday, May 21, 2008 at 7:00 p.m.

Location for both meetings will be Town Hall, room TBD

8:44 p.m.: Motion to adjourn made by Joshua Ostroff
Seconded by Scott Laughlin
Vote: 7-0-0

Town of Natick
Revenue Enhancement Task Force
April 1, 2008 Meeting Agenda

1. designate acting clerk
2. swearing in (2 minutes)
3. introductions (10)
4. review of our charge and timetable (5)
5. process for evaluating ideas, questions and suggestions (20)
 - a. categories of revenue
 - b. division of labor
6. process for obtaining public input (10)
7. election of Chair, Vice Chair and Clerk of the Task Force (10)
8. meeting schedule (5)
9. other business (5)

Members	Board or Committee	email
Joshua Ostroff	Board of Selectmen	Joshua@vmr.com
Stephen Meyler	School Committee	SMeyler1@RCN.com
Rich Sidney	Finance Committee	richsidney@gmail.com
Michael Foilb	Citizen at Large	foilb@juno.com
Scott Laughlin	Citizen at Large	eslaughlin@verizon.net
Paul Joseph	Citizen at Large	techmark.paul@gmail.com
Stephen Roche	Citizen at Large	attyroche@aol.com
Gary Shilman	Citizen at Large	shilgary@comcast.net
Anne Blanchard	School Alternate	abcfamily@comcast.net

Description

The Revenue Enhancement Task Force was established by the Board of Selectmen on January 28, 2008 for the purpose of identifying and exploring opportunities to enhance revenues for the Town of Natick. Its membership includes one member each of the Board of Selectmen, School Committee and Finance Committee, and five citizens at large.

All meetings of the Task Force are open to the public, and will be posted both at the Town web site and in the foyer of Town Hall. Meeting minutes are available at the Selectmen's office.

If you have an idea or suggestion for the Task Force, please submit it by email to selectmen@natickma.org, or send a letter to Revenue Enhancement Task Force, c/o Natick Board of Selectmen, 13 East Central Street, Natick MA 01760.