

Town of Natick  
Revenue Enhancement Task Force  
April 24, 2008  
Dlott Meeting Room  
Approved meeting minutes

Meeting called to order at 7:10 p.m.

Attendees:

- Joshua Ostroff
- Rich Sidney
- Scott Laughlin
- Michael Foilb
- Paul Joseph

- 1) Meeting minutes of April 1, 2008 presented for approval by Chair
  - a. Scott Laughlin moved to accept them as written; seconded by Paul Joseph
    - i. Vote: 5-0-0
- 2) Proposal for June meeting date: June 10, 2008, 7 p.m. in Selectmen's Meeting Room.  
Next meeting is Wednesday May 21.
- 3) Review input received
  - a. Michael Foilb presented e-mail to task force School Committee reviewing policy for renting school facilities and will report formal policy to RETF
  - b. Josh talked about form issued to Town Meeting members – input is trickling in and will be introduced in future meetings as ideas are aggregated
  - c. Michael Foilb presented list of ideas for marketing/sponsorship/advertising
- 4) Josh Ostroff introduced 'Fee review Services' document – managed by Board of Selectmen – RFP for consultants to review town fees structures. Hope is to have feedback from this review process before RETF meeting in June.
- 5) Working Session:
  - a. Discussion of NLC –
    - i. Wellesley and Ipswich were in info (Wellesley for recycling)
    - ii. South Sioux City – affinity credit card (town received \$30,000 from program)
    - iii. Other possibilities for Natick
      1. Concept of cell tower sales
      2. Town Wi-Fi access – possibility to provide wireless access for a fee
      3. Other things are things we're doing or not feasible (e.g. selling surplus property, local option taxes, etc)
        - a. Legislature and Governor consistently failing to pass local option taxes...RETF will likely identify these options
  - b. Expanding services
    - i. Rich Sidney sees DPW as most viable option for expanding services (trash pickup, paving services, street cleaning – private lots, driveways?)
  - c. Grants

- i. Scott reached out to Superintendent, NEF...requesting info on current grants
- ii. Leverage current Grant writers across departments
- iii. There's a grant resource association that can be joined ("the 'Google' of grant writing")
- iv. Endorse Library and Bacon library
  - 1. Friends of the Library, NEF are good examples of where endowments have been created to supplement (not to supplant) library/school budgets

*(Aside – Rich Sidney will bring device for capturing whiteboard information to subsequent meetings)*

- d. Marketing/Sponsorship/Advertising
  - i. Discussion about naming process – understood that future naming rights and sponsorship deals will be structured to account for loaded costs of maintaining property, etc – best practices will dictate how Town of Natick structures these (including maintenance, sunseting, etc.)
  - ii. Question about legal issues for naming rights/sponsorship

Follow-up action items:

- Get school facility policy
- Legal issues (re: ads, trademarks, buying power/purchasing re: state bid list, insurance)
- Identify issues around how to execute on these listed items (next meeting)

**Motion by Josh Ostroff:** Committee Chair to summarize the draft list with Town Administrator, School Committee, Board of Selectmen, and Interim Superintendent for comments on initial draft

Seconded by Rich Sidney

Voted: 5-0-0

6) Other business:

- a. Chair will provide draft report to RETF ahead of distributing to Town Administrator, School Committee, Board of Selectmen, and Interim Superintendent

**Motion by Josh Ostroff:** adjourn at 8:56 p.m.

Seconded by Rich Sidney

Voted: 5-0-0