

Community Outreach Subcommittee
Minutes, August 22

Present: Carol Golden, Linda Mather, Mimi Omiecinski, Teri McIntire

After review and consideration of the various suggestions regarding the town-wide consolidation celebration, the Subcommittee decided to move forward on planning for the informal, fun-filled event to be held on Palmer Square on the afternoon of December 31.

The Subcommittee also recommends that the formal, more traditional swearing-in ceremony take place on Hinds Plaza the following day on January 1. The Subcommittee will make the video presentation from the consolidation celebration available to be shown at the swearing-in ceremony. Additionally, the presentation to unveil the J. Seward Johnson art installation for the new municipal building can be moved to the swearing-in ceremony, instead of the consolidation celebration, if that would work with the event plans.

A meeting will be sought with Superintendent Wilson regarding the including of consolidation in the school curriculum. The planned meeting with Princeton Community Housing will be postponed pending action by the two current housing committees.

The Subcommittee also discussed additional ideas of how to make the transition to consolidation easy and clear to residents. All communication materials should have a consistent branded look, so that residents will immediately recognize Consolidation information/messages in print/online ads, direct mail inserts, informational rack cards/flyers, website, social media outlets, eBlasts, and the building directories. For example, outreach could include a flier in the tax bill to explain how to pay in person and robo-calls directing people to the new website.

The next meeting is scheduled for 9/12 at 8:30 AM in the West Conference Room of Borough Hall.