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UNOFFICIAL TRANSCRIPTS: Town Council Workshop, July 13, 2026

All right. Welcome to the. Monday, July 13th, 2026 Town Council Workshop meeting. At this time, we're going to start with the Cape Community Arena Group. We're going to have a discussion of the Gold Cross Project. Um, the Cape Community Arena group representatives are here, and they're going to present the plans for a permanent open air ice arena adjacent to the Gold Crest fields. The project design will be reviewed by the Planning Board in the coming months, and CAG and the town council will need to establish a construction and operation agreement before the project moves from Planning Board approval to construction. So I'd like to welcome the representatives from the Cape Community Arena. I'll just give a quick. And before you start, we're going to know you're welcome to. Come on. Oh, come on up, come on up. I just, uh, just you up? Yeah. Just to get everybody up to, uh, where staff and the community group representatives are, um, so within the current, uh, mou, the, uh, so the role of the council in this case would be to, uh, you know, help continue the right title and interest for the arena group to, to keep going through the planning board process. So later on in the meeting portion of tonight, you'll have the extending of the MOU, uh, which was a two year agreement. If we extend it one more year. Uh, it will allow them to continue through the planning board process. And then prior to construction, which you'll see in your packet is estimated to start in spring of 2027. Uh, the council and the arena group would just need to arrive at a construction and operation or land lease agreement. Uh, prior to construction beginning. And as far as the actual site design, that is the planning board process. So that's the review of all zoning, parking, traffic circulation, stormwater management, buffering, aesthetics, all of that. Um, so pretty much tonight is just, uh, bringing the council up to speed with all the work they've been doing, what their plan is moving forward to bring the project to a fruition and then extend the rights later on during the meeting to let it go through the planning board process. So, uh, Scott Liston is here for representing the board, and John Mitchell from Mitchell and Associates. So good. Thank you. Good evening. Um, John Mitchell Mitchell Associates, representing the Cape Arena Group. Um, and since Scott Liston and it's not so in our packet, we included, uh, project description, a business plan and operations plan of phasing plan, an aerial perspective in a site plan. Um, we hope that you've had a chance to

review this information. We'd be glad to answer any questions. Yes, I ask questions. Um, yeah, I reviewed the whole thing. Number one. I'm so glad you put this business plan together. It's exactly what I was looking for. Um, a couple of things. Um, it's on page one under executive summary. Can you. Can you, uh, describe community ownership to me? What's that ownership structure going to look like? Sure. Um, and how it'll be managed? Yep. Then my other question has to do with, um, like with any business plan, one should have an exit strategy. And have you guys have even talked about that yet? But those are kind of my two things. Sure. So in the operating agreement, um, we've walked through that the day to day operations will be managed by a rink manager. Um, so that will be a person that would be a full time employee. That person will be in charge of scheduling, but they will also be another person, or they will also be doing ice operations. So that's like a Zamboni driver. Everything like that. Um, the executive group or the group that will be managing it will still be the Cape Arena Group, the non-profit. And there is not like an end date of us saying, hey, we would want to hand this over to the town. That's not our intention. So we would essentially continue to operate it through that non-profit group. That's the way that, um, the ice arena in Falmouth is run. So we've kind of looked at their documentation and seen how they have run it with the town, and we're following the exact same kind of process that they had done in the past. So we do not plan on, you know, trying to hand this over and continue to be operated by the group. But day to day management would be done by a rink manager, which would be a full time employee. Um, most of the rinks have usually 2 or 3 other employees that do some of the maintenance, but then also just the day to day Zamboni driving, that sort of thing. There's not a ton of employees that you typically have, um, operating in the ranking, right? Yeah. Have you talked to exit strategy at all? Because sometimes ten years out. Yep. Whatever. What, what? Yeah. We haven't talked exit strategy in terms of people coming off of the board. We usually have, um, you know, usually 2 or 3 people will kind of rotate through the board every single year. Um, we haven't had difficulty filling any of those different positions. The core group of the board has remained the same for the most part since we started that. But there I don't think there's an intention for anybody to, you know, leave. Um, maybe down the road, once the project is done, there will be some turnover from there. But I don't see that happening at the moment. I know one of the areas that has been talked about is run off to community Garden. Can you talk about how that is or being addressed? Yep. So that's all in the plan that you've seen. Um, there is curbing that would be in place. Um, that is there that'll push that over to different rain gardens, everything like that. Another thing that I know has been brought up in the past is the glycol piece. But by doing the permanent rink, all of the glycol is actually in the cement. So there's no open, there is no way of that exiting that system because it's within the concrete from there. So there would be no runoff from that possibility. Okay. Thank you. Yeah. Great job. Thanks. Any other questions? Any

still the exact two questions I had. You stole my exact two questions. Sorry. You know what? We should write them down before the meeting. I know you're perfect. Have a while. Um, and I did. I guess I wanted to follow up a little bit because it's, um. We're in this really hopeful, positive phase. It's hard to talk about exit strategy and and and what happens ten, ten years down the road. So I think it is probably important for those conversations to be had, though, if you know what could happen. And it isn't it isn't the fun part or the hopeful part, but it is really, um, pragmatic that, you know, that this, this building that looks beautiful and, um, would be this fantastic community asset with all the programming wouldn't be abandoned or sit to deteriorate or something like that. I think that's also part of the process of doing it in a phased approach. So the first thing, and it's not a very fun thing for us to spend a lot of money on, is because the first phase is basically like a fifth of the whole cost, and it's all things that are not really all of a huge benefit to us because we are adding, you know, some more parking. We're adding improvements for the ground run, Sebago techniques, all the different groups that we've had to work with and spend a lot of our own personal, um, you know, funds as a group. Um, so and if you've gone down, I don't know if you go to Goldcrest regularly, but it's a mess down there. Um, when you have a big group, um, if you have lacrosse, there's people parking illegally along the road. If you have, like, football or anything like that. So, you know, we're just that first step is a huge improvement in terms of what we're adding to the town. Um, you know, it's unfortunate that it's such a large part of the overall project cost for us to do. Um, especially because it's not really benefiting, you know, us as a group, it's benefiting the town, which, you know, we're partners, um, and doing that. But like. Penny, maybe it's a question for Pat. I'll defer to John. No. Go ahead. Because the essence, the town still retains ownership of the property. Correct. Of the overall property? Yes. But as part of the planning board packet, there, we've, uh, John worked to include basically a lease limit. So everything that would have to be maintained within, you know, up against the structure as far as snow removal or any maintenance or which utility systems they would have to sort of build into their maintenance plan. But obviously when you get out into the parking lot, that's multi-use for multiple events and multiple spaces up there, that's town owned. So to Scott's point, they'd be improving and bringing in, you know, new pavement, additional parking, better stormwater treatment to the already town maintained asset. But we do have to establish lease limits and the clear limits of what they do versus what we do for our insurance coverage purposes as well. I think where I'm going with the question is, is that if we have some sort of agreement with an entity who's operating a business on property, that within that agreement there would be something relative to what uh, Elizabeth and I are talking about, that there is a, uh, the the building. Yes, has to be maintained. But if the building were vacated, there has to be an agreement with the town. Around what that vacating of the building would be. I think that's a good point. And I think we would talk

about a paragraph or a spreadsheet if it involved numbers. With regard to it, we did similar. The landfill solar same way. If that solar company that is leasing the space on top of our landfill, uh, dissolves or goes away, there's a step and a method to removal of equipment. Who does it? Uh, what money was retained to do it? So we would probably in this case would probably more like a paragraph. Just saying. Yeah, at X, y or z step. If the if the nonprofit didn't exist, the town would take over ownership of whatever it might be. I know it was a question of. Yeah. And the first few steps are all, you know, if the product and I full confidence that the project is going to go through. But the first couple of steps that we're doing, if for some reason the ice arena didn't happen, it's all improvements for the town. You know, the parking down there is not set up in a good way at the moment. Our first step is actually improving that dramatically from there. It's not a it's not all that safe for kids when they're down there for parking. You know, I'd suggest coming out to one of the fall flag football games or anything like that. It's not a great setup at them. That's what we're working to improve. Right? Any other questions? All right. Is everyone. Um, if there are any questions regarding the MOU item later, I'm not asking you to vote right this minute, but it would be nice to let them know if they, uh, if they can leave after our workshop discussion. If everyone seems okay with just the extension of the existing MOU, one extra year to allow them to get through the planning board process, otherwise they could get partway through the MoU would expire and the planning board would be stuck with a right title and interest discussion that we can probably avoid them having to have. So. Scott, do you know if there's any game plan at some point that the MOU might actually change over to like a lease for a dollar from the town? Yeah, I think that was actually in the in one of the documents that we sent, it was looking it was similar to how Falmouth has done their operation agreement, and it's a \$1 or I think it was 99 year lease that they had it in place from there. So the town obviously still, um, retains control of the property. Everything like that. We would be a, you know, a lesser of the land from there. Okay. Thanks. I was looking for something like that. Yeah. And I'll, I'm pretty sure that we had put that in there. I just. Probably I. Just. Couldn't. But if there are questions on the MOU, I'm happy to answer it, but it would be we're essentially just, you know, having it from one more year as is so we can get through the planning board process. Um, from there. Yeah. I think they're just looking for a general show of support from us. I certainly do that. All right. No questions on the MOU. Okay. All right. Thank you all. Thank you. Thanks. Thank you. Right now. Right now please. Especially if it's on this item I don't. We please. We would love for you to come speak. And would you please give your name and your address? My name. Is Rachel Mishkin. My address is 27 Stonegate Road, and I am. I'm the manager of the Goldcrest Garden, and we were here in June of 2025 with the skating group, and it was my distinct impression that we would have some input, discussion, uh, participation as things were developed. And when I looked over the materials for this evening, I, I

noted that there were items that impact the garden, that, um, for example, timing of the parking lot installation and things like that, that I would love to be able to understand how they'll impact the garden. Same thing with the the building replacement. So I, I've been looking for a dialogue and waiting for it. And I was kind of a little surprised to see what was being discussed at the workshop tonight. And I would really like to collaborate with the ice Arena folks and be a participant. And I also was a little disappointed that we weren't listed as a partner. We've been gardening in that location for 25 years, and we have a lot at stake. So that's, um, my comment. Thank you. So just something on that. Uh, just so people are aware, this is just one step that's going to basically be used and the the group's going to have to go to the planning board. So I think during that time when they're going through the application for the planning board, you're going to have a very, uh, you'll have an opportunity to speak to the group and also speak to the planning board about any concerns that you might have about the site and what effect it might have on the community garden. Uh, thank you for that. And, um, from my work experience, I've discovered that when when things are in the planning process, it's much less expensive to address them upfront than to have to do rework later on. And when people get very invested in what they have, then, um, it becomes more difficult for everyone. So it would be great if we could be more included upfront. Thank you. And thank you, Jonathan. That was my thought to that. The planning board process will be the next step, and that is a pretty exhaustive process. And so I would, um, urge people to make sure that the Cape Community Garden is notified and able to be a part of that process. Is there anybody else, either online or in the chamber, that would like to speak on this topic? All right. Seeing none, we're going to move on to communications.

So the town has made great strides in the last few years to increase the information sharing and engagement of our citizens, citizenry through the use of technology and hiring of a full time communication coordinator. The Council has not adopted changes to a communications strategy or policy since 2010. Tonight's workshop, discussion and review of the recent flash Vote Citizen survey will help the staff and council draft the communication policy that addresses the current expectations of the community. So we're going to review our flash Vote communication survey results. What I hope the council can do is start at a high level and talk about what what our I know we have so many goals and levels of goals, but it doesn't make any sense to to work on policy without understanding what what we want out of it. Right? We want we need to have some goals and strategies in order to inform people. to create policy. So that's what I hope this conversation is tonight. Susannah, our communications, um, coordinator, are you going will you lead us through the The Flash vote survey results? Well, I will thank you so much for inviting me to come tonight, and I'm always happy to get input. And I coincide so perfectly with the survey. Our first

survey, um, and. Yes, I'll just I'll just briefly go over the, um, the status of the survey. It went out on Wednesday, last Wednesday for 48 hours, and we had a total of, um, 269, um, Participants that are in the panel. There were 16 others that, uh, took the survey that are not included in the panel. So they the survey may have been passed to them by somebody else, or they had seen it. Um, on someone's email. And that's how they can participate. But at that point, they're just outside the panel. But, um, we have as of the survey, we had 349 people registered. And, uh, the the participation rate was 72%, which is really great. Um, especially for the first survey. Um, but great in general. Um, the first, the first question, I hope everybody took it and saw the survey was to, to rate the, uh, how the town of Cape Elizabeth does um, informing residents about decisions we're making and the things we're doing. Uh, so overall, the average rating for local participants, again, the 269 was 3.64 on a scale scale of 1 to 5, five being the best. Um, so it averaged between okay and good as the highest percentage with a couple of, um, not Shore's a, uh, 15% excellent. And 6% bad. Um, yeah. And then from there, which I won't go through tonight, but if you took the survey, you can you can dive in and and look at the results per gender, per age. Uh, you can also look at how non panelists responded. Um, there's a lot of varieties. You can also see, you know if someone rated a if someone answered question number one bad you know where do they how do they answer the other following questions. So there's a lot of information to glean, which I think is, um, useful for me, but also useful for the council also in knowing where emphasis should be placed in communications. Uh, question two in the last 12 months, which of the following, if any, have you used to obtain information about Cape Elizabeth government activities or services? Um, you can choose all that apply. And overall, um, the top one was Cape Courier newspaper. Not surprising. And then followed by that is the town website and the town e-newsletter, um, which I was happy to see because I've been pushing subscription to that. Uh, and it's been growing in the past, uh, 6 or 7 months because of those efforts. And then word of mouth, uh, which is not ideal, but word of mouth. And then the newer um, edition is the, uh, the smaller community, uh, paper that's put out by Portland Press Herald for, uh, Soho, Scarborough and Cape Elizabeth, which you have to pay for subscription. You can see the headlines of that. But, um, if you have a Portland press subscription, then you can read it. Um, and then, uh, then also Facebook and Instagram are in the equation also. But clearly not everybody uses those social media channels. And then there's an option for other. And these are just sort of a I forget what this is called the word or word map of responses. The Cape pod was a popular place where other people get information going to meetings or watching meetings. Um, cable. That's what Spectrum's for. Uh, those are the main things. And then let's see. Question three. How would you prefer to receive information from the town of Cape Elizabeth? And you can choose up to for this one was um, is very informative for me. Um, they prefer that the information comes from

the newsletter. 75% of those who answered, uh want that. And interestingly, if you go back to, um, question two about, uh, where people get their information from, 91% say they get it from Cape Courier. So not enough people know about the newsletter, but people want an email subscription. So there's more promotion there to be done. And then what else? Uh, the town website. And then this is, uh, the Daily news, um, email subscription, which is another, uh, email based way to get news every, every day. If there is a new news item, it gets emailed, um, directly to people's inboxes. There were a couple of comments that said that were accurate in that for a while, when we were transitioning over to the new website, the way the news was being delivered into inboxes was not the way it should be. It wasn't the way it was, which is it used to list all the news stories of that day within the email. They were embedded. And then when we switched to the new website, what it did was give you a link to the news section, which is not ideal. It's since been fixed, but that was going on for about six months before it got resolved. Um, so that the that's been improved and fixed, um, and CTV, although it's, it's only 4% that is still a way people follow along. You know, the, the cable channel, um, and there were some, some comments about, you know, not being able to hear at times and, and, you know, technology as we know, is not always, um, foolproof. Um, we're constantly working on the systems here and doing our best to bring you news, um, and meetings through the cable network. Um, and for which of the following topics, if any, are you most interested in receiving information about the Town of Cape Elizabeth? You could choose up to five, um. You know, most all of the of the topics, uh, were registered as being of interest, the two lower ones being park or historical facts, spotlights and, um, new business or community member spotlight. Those were the lowest, not null, but they didn't score quite as high. And then the others were, um, information about taxes. Um, school project. Uh, I think that school project or just a school, just a school in general, uh, road closures, knitting, um, transparency. And lastly, um, any other comments or suggestions about the town of Cape Elizabeth? Um, that can keep you better informed? Um, and there were, there were about, I think I forget how many people commented, but there were about 40, 40 or so comments and, um, they're all useful. And some of them are, you know, have been addressed. Whereas one about the, you know, the news not being embedded in the email that that was fixed and they just weren't aware, um, but it's it's useful information for me and I think for us, and I hope you guys dive into the survey results a little bit more to play around with it. So that is the flash vote survey. There's, uh, we had a little debrief with flash vote, uh, at a zoom meeting today with a staff member that does this all over the country for flash vote, and I just want to he he commended us on our score, the rating of 3.64. Uh, we tend to focus on the negative and see a few bad comments, but he actually said that overall rating was very high for a survey like this about how you communicate with your residents. Uh, he was impressed with our, um, participation rate, which

I believe was like 72% on this first survey. And then he showed us some really neat tools about like, so you can click on each of those word, the word art diagrams. You can click on each word and it will immediately show you everywhere in the comments that it was utilized. And then you can actually dive further at the bottom of the screen. Now, I expect staff will do this more than most of our residents, but it is an even a more valuable tool than what you're seeing just right now, because you can go down and customize, and you could look at how do these answers differ, where are people getting their information if they rated our communication poor versus great, and you can actually decipher the rest of the questions by that. Uh, so it gives us some really valuable tools to do some targeted education or outreach regarding how we how we reach people. So, um, and certainly helps inform, I think the next piece of today's discussion, which is just updating our communication policy that was last updated in 2010. So a couple of comments. Susanna, first of all, um, this is so my my husband does website development for a living and he would like the, um, people to look into making our website better on and a phone and I don't know, maybe things have changed since he was last looking at it, but a lot of people are accessing, um, information from their phones. I think our website is fantastic on my laptop, and I access it on my laptop most of the time, so that's just a he would like people to think about that as, um, a lot of people access with their phone and it is a different mobile. It's a difference, right? You understand what I'm saying? And then my other comment is we did have, um, a learning session that you led for accessing the website and signing up for the e-newsletter. So it sounds like we need to do some more of those to help get more people comfortable accessing the website and comfortable and knowing how to. Um, and we also talked about some little, uh, maybe even videos that, you know, people can see and, oh, I can do this at home and follow along with the video. So those are just some ideas that came when I was going through this at home. It was really exciting to see. Yeah. I like the idea of a video, and I was actually trying to do it when I did the tutorial. I think it was in May. I was trying to record it and it didn't come out well. And there was it was just but I'm gonna I'm going to try to make it a little bit more professional in the video. So thank you. Thank you. Yeah. Stephanie thank you Susanna, this is really interesting information. The answer to the first question kind of surprised me a little bit that so many people thought it was just okay. And you know, from my perspective, we're so open about everything. And so I'm wondering, did you were you able to receive any commentary about what could have made it better or what what people were like, not happy with, not completely satisfied with? Um. let's see. Not on a not on that question. No, I think it comes out more in, um, you can glean it from the other comments from questions two, three, four and five. Um, and, but, you know, things like, well, things like I mentioned, like the some of it has less to do with the website and more about communication in general. Some of the responses. So it wasn't just about like the website, but, um, some

things were, um, let's see, when is the town center going to be developed? So it just it's not all about what they want or what's missing from the website. It was just open ended comments. Um, and then in terms of the website, there were some people who said, I believe somewhere in the other, um. Let's see if I don't know if I can. Just show responses or other. Responses for other. Yeah. Um. See? It's preferences, like the the local Cape newspaper. So it's it's it's not so helpful in terms of fixing the website or making the website better. It's, it's it's more helpful in terms of just general feedback on how people want to receive their news, where they get it. Um. What I thought was, uh, in our meeting with the flash vote staff, if you go back and just display the question, one graph. Um, he kind of the way he put it had me look at it differently because that same thing, I get stuck on. Well, why, why so why so many threes. We want fours and five. You know, we're aspiring to be at the top end of the scale. He said actually he said, well you will see this very a lot more once you introduce a local topic. This was a kind of general survey that they already had sort of established. But he said, think of the okay, the center of people's choices as the middle of like a seesaw. He goes, so you're going to have that. He goes the way I always look to see if you're, you know, doing above average or below average is how many people rated above okay versus below like kind of take okay out of the picture and look at it as which side of the seesaw are you on this particular topic. And so like on a more on a hotter topic, one that's maybe more contentious or something locally, you'll see far more people that are on the terrible or bad side, because they don't like the way a certain something was rolled out that was very specific to them. Uh, but if you look at it as okay, of the center of a pendulum or a seesaw, we're clearly well to the good. Excellent. You know, we're clearly on the good side of that sort of middle point. Then we are on the bad. So or the lower side of it. So I just thought that was an interesting way to look at it because we all do. I focused in on the same thing at first, looked at it as, huh, I think we're I think we're above average. I think, you know, we're there's certainly been a lot of effort over the last few years to improve that. But if you look at it that way, we're leaning in the right direction. There's still plenty of stuff that we can do to improve it. But so then so that I'd like that because I, I looked at the combination of okay and good and I'm going, hey, but if you look at take okay and look below it, then it says what percentage of good can we what can we do with good and move it toward excellent and expand the excellence. So what are the strategies you could put in place to shift those people to. Excellent. That's cool. I like. That. . Stephanie, I was thinking about your question too, when I was at home looking at this, and I think that kind of I think Susanna has sort of hinted at what I'm trying, what I'm kind of pulling out of this in what seems to have been my experience with people, is modality. And I read a sentence in there and it stuck with me. And it's just one sentence, but it's, you know, some someone said they they prefer having either a hard copy or an e-newsletter. And that is one sentence and it's one person, but it feels like what my experience has been

is it's hard to shift from the news being given to you, which is we had for a long time two newspapers delivered to our homes, community newspaper. Right. We had news given to us, and now we're in this modality of you need to go find it. And it's not that it's not there. And like you said, we're pretty transparent. We're doing a good job. We're trying to get the news out there. But it is this modality shift of going to find it versus having it given to you. So I think there's a happy medium. I agree, I, I don't agree because I, I'm a push strategy versus a pull strategy kind of person. And so how do you how do you achieve that intersection of the two. Because the comment in here that I think was very, um, right on the mark is don't make me click on a link to go find something that you've got listed in this newsletter. I that was that, that was right on the mark. That was that problem you were referring to. That has since been. But I, I don't think me saying that people need to go find it. That's not what our strategy should be. No, I agree with you. I'm just I'm I'm giving an observation of. Okay, that's not what I heard. No, I'm giving an observation of just a shift in modality of how a lot of information is available now. And it gets to me, it gets back to helping people know that they can sign up for this e-newsletter and still have it available to them. And then helping people push people to the website and know and have it become maybe I mean, I have buttons on top of my browser and one of them is Welcome to Cape Elizabeth Town up. Right. So that's my one of my landing pages. That's important to me. How do we so we do the two things, as you said, Penny, but I'm just talking about observations of the switch. We I mean, other than going into the phone book, I just don't remember how I used. I mean, I grew up with, you know, the Evening Express and the port, right. And the news came, the news came, the news came, and now there's more of an emphasis on going to find it. So we need to work on helping people get the e-newsletter feel comfortable and want to go to the website. Jonathan. Yeah. Elizabeth, I think to your point, it's reflected in the survey when it shows that the Cape Courier is where people are getting their most news from, because that shows up in everybody's mailbox free of charge. Um, so yeah, I agree with you on that. And I think, Suzanne, you've been doing a great job with those. I've, I've signed up for all of like, the agenda meetings and everything like that. The town website. And I think if more people knew about just going in and clicking off those boxes, putting in their email addresses, um, that information would come to everybody if they wanted it. But it's just getting that message out there for people to be able to just sign up for that if they want to, and then it shows up in your email inbox instead of your regular mailbox. Elizabeth. Stephanie. I think the idea, which I think you mentioned, Susanna or somebody did of putting a short video, a little tutorial, right on the the home page of the website, I think that would be helpful to people just like, you know, five minutes. Um, and walk people through it, I think, I think that would be productive. Yeah, yeah. No, I agree, it's. When I did hold the tutorial in May, you know, the two people who came, um, were very appreciative and there were many things that I had pointed

out that they had no idea about. And that's hence why they came to the to the tutorial. Um, so if those two knew enough and knew about this to come, there are many more people who don't even know about, like these options, period. So I think that would be helpful. Yeah. So would people like to engage a little more on the survey, or do you want to move over a little bit more toward, um, what should our goals and strategies be given what we've learned? And we need to talk about what what we want to do. We have a communications coordinator. We have a job description for this communications coordinator, but we don't have a and this is what we want you to do. So maybe you should share the the maybe I should have looked at the job description for the communications director. Uh, because I would hope that our strategies and the job description would align. Um, um. The other thing is, is that, um. I don't know how to do group things. Strategy. Well, I do know how, but, uh, I just wonder if there's a better mechanism. But I didn't want to jump the gun. But I did want to propose. As far as actual work on policy, I was going to propose a work group instead of us trying to group things. A policy. Okay? I didn't want to get too far ahead. Well, I didn't want to jump the gun either, because I truly think that that's where we need to go. Yeah. And then a subgroup, uh, takes and brainstorms and develops and brings it back to the team. And then the team goes, no, add this to that. I think we really got a otherwise it's, uh. Anyway, I think you're exactly right. Yeah. I think developing policy with a large group is pretty hard. Jonathan I'll just say one thing that I'm encouraged by is I think we're moving in the right direction. So I think with the work that Suzanne is doing, the, um, the thoughts that this council has had the councilors corner the coffee with the councilor, um, I really do think that we're we can always improve, obviously. And the survey says it, but just like Pat was saying, I mean, I looked I was looking at the terrible and bad more than the okays and really saying, okay, I think we're we're doing pretty well. If there's one vote out of 249 that says it's terrible, and was it, uh, I don't know the exact number of the bads, but I don't think it was that high. Um, on who's, uh, out of the 249 responses. Um, and then. It was like ten. There's like ten. Okay. Yeah. So and then the good is almost right up there with the. Okay. And then there's excellent, which is doubling up the bad. So um, yeah. So I think it's a good idea to come up with a group that could look at more policies and see where we could go, but I'm just encouraged by the work that you've been doing. Susannah. And I know with the new website, too, I think it's, uh. I think you're doing great on that. And just again, it's more just getting more people to sign up. Um, and one thing and I think we've done this, but we might want to see if the courier would, um, put in something about the opportunities for people to click on the website and to do the sign ups in the Courier. And that's. Yeah. And do it not just on one, um, one edition of the Courier, see if they would kind of run it every couple months just to get more people to engage with those, um, the, the ability to just click on those boxes and get things to their inbox. I agree. I mean, one one thing that Pat and I talked about today with the,

um, Jeff from flash vote was, uh, trying to leverage the popularity of Cape Courier, uh, for our people because, you know, as wonderful as Cape Courier is, it's two weeks late. You know, it's two like months. Most of the news is old by then. So, um, for, for, you know, for us to work together. And we've been, we've been working in that direction with Cape Courier to work together. I think it would benefit both groups, you know, the paper and and us. And then the only other thing I just want to add is that when I, when I started my role was part time as the webmaster. And in the past eight years, the role of a of of any municipality having a communications person has evolved. So the job description across many towns keeps evolving. So when I started, I was more, more like get the news out there posted, you know, posted agendas and now it's it's moved in the direction that it should, which is like PR, marketing, campaigning and not campaigning. Um, but you know, just letting people know what's what we have available and making sure people are aware of any, you know, big hot topics. Um, so we're working in that direction. I feel like we're moving in that direction with flash, and I think this is going to be an excellent way to, to, to gauge, um, citizen input. Best. And then the subscriptions and the popularity of the e-newsletter keeps growing. Um. And the popularity of the different subscription topics is very strong. The two top, the top two topics are subscribing to the daily latest news, which is over 7000 people, which is great, and then the community events is is actually the highest. It's got over 7000. Um, so there are 7000 people who are aware of the subscription. They don't subscribe to everything. Maybe it's been a while since they've, you know, looked and to see what their options are. But we're moving in the right direction and there's always room for improvement. And I'm always open to implement. And I think the, the one thing that, uh, the one thing that I've observed, uh, since I've been here and realizing quickly that Susanna's position was new and we're sort of creating it as we go, is if you look at, like, our code enforcement office, if they do something, they have policy, ordinance and direction to point to why they did it and what I'd like. It's not so much a it's not a job description thing. I think her job description is open enough that she's evolving with the industry around us as it changes, but it's a policy that says so when someone says, why is that on the website? Why was that posted? Why did the town say X, Y or Z? I as your as your manager is your communication. We have something to fall back on to say the council reviewed and it's not a 2010 document. It's a living document that we revise every few years to say, this is what this body says. And they're hearing that this is what the people want to hear. And that's why it's there. Because right now we have some sections of our website. Some of them are the most popular sections of our website, but we'll have people say, I don't understand why is that? On the town website, it's like, well, it may or may not belong in the town website, but we don't have an updated document to say so, and it's actually being clicked on by more people than a lot of the other sections. So this policy will hopefully help staff and the council will be on the same page and be able to point to something

to say, this is why we do it. We we went through a process and we arrived at a document that says that this is what people want. I would love to help draft. It. I would like to suggest that the chair and another counselor. In in Scarborough, they have the chair and two councilors. Oh, Well, maybe Stephanie would like to help. I'm just going to suggest that a chair, the chair and 1 or 2 other councilors, we can we can do the end. The communications director, um, come together for a workgroup and then pull in other department heads as, as necessary. I'm looking out at Kathy Rothfuss, thinking that as we start working on communication policy, we need to be aware of all the departments and how they use and like that's a major communication channel is community services. And. Right. So we need to be aware of how that happens. Same with what if we make we we think we're going in the right direction. And then Rachel at the library says, oh, but I need to be able to do this. And we so I feel like we also like as needed, should be tapping into those people to make sure that whatever we're coming up with is appropriate and works from everybody's perspective. You want to play. Anybody? I it would not be a committee. We're not going to have a charge. This is going to be nimble like traffic and safety. How does that sound to people? And then we'll come back to the council. That's good. Sound good. All right. Well we're going to make it happen. All right. Great. And we will be having another coffee with the councillor. I believe Stephanie had said that you were willing to do July. Did you say that if you were going to do it, you were going to do an afternoon, not a morning? Am I remembering that wrong? Well, we can we'll talk later. It's fine. Yeah, I'm happy to do it. Afternoon or evening? Yeah. We want we're trying to change times. We? Jonathan and I did Saturday morning. It was pretty well attended, but there were we did get comment that that was a hard time for some people. So then we do afternoon or evening, maybe weekday for other people. I'm happy to do an afternoon or evening. Great. All right. Where did you where did you enjoy. What did you and Jonathan do it? At the library. We did it at the library. Library? But we also have talked about, um, highlighting, you know, local businesses at the same time. So a different time we might be able to do Sea Salt. Or Saturday morning at Sea salt in the summer is is prime. Time busy? They didn't want. To. The library is a good venue for that actually. Yeah, it was great. Yeah. They have a lot of nice rooms. And I'm. Very happy to do with Stephanie on one of those afternoons or whenever it works out. All right. I'll check in with everybody. All right. Uh, any closing thoughts? Um. No, but I mean, I'm again, I'm thankful that I was invited here tonight and appreciate the feedback and and always open. Um. For more and always want to improve. So I appreciate it. All right, well, we'll be in touch to schedule. We'll start the communications work group. Sounds good. All right. Thank you. Are there any members of the public either online or in the chamber that wish to comment on this item? All right. Seeing none. The workshop is closed and we will start our business meeting at seven.

