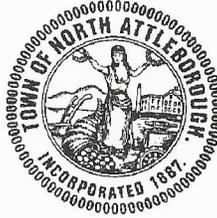


Michael Borg
Town Manager



TOWN OF NORTH ATTLEBOROUGH
43 South Washington Street
North Attleborough MA 02760
508-699-0100

INTEROFFICE MEMORANDUM

DATE: Wednesday, December 13, 2023
TO: Town Clerk
FROM: Michael Borg *MMJ* *13DEC23*
CC: Peter Gay North T.V. Director
Linda Catanzariti Town Accountant
Chris Swet Treasurer/Tax Collector
RE: Measure 2024-044- Authorization to repurpose \$50,000.00 from the Server Upgrade (account 30155165-585118) to fund Public Relations support from North T.V. REVISED.

Town Council Meeting- President Justin Paré
Measure 2024-044- Authorization to repurpose \$50,000.00 from the Server Upgrade (account 30155165-585118) to fund Public Relations support from North T.V. REVISED.

Purpose and Justification:
Purpose:

To see if the Town Council will approve the repurposing of \$50,000.00 from the Server Upgrade Account to retain North TV as a public relations support firm. This request is a repurposing of existing funds, voted from Free Cash, and requires no additional funding from the budget.

Justification:

- 1. Crisis Management:** In times of crisis, such as natural disasters, public health emergencies, or other critical situations, North TV will help manage communications, ensuring accurate and timely information dissemination to the public and media.
- 2. Community Engagement and Awareness:** North TV will assist in creating and executing campaigns to inform and engage the community about municipal projects, policies, and initiatives. This can include public health campaigns, environmental initiatives, new policy implementations, or information regarding potential debt exclusion votes.
- 3. Reputation Management:** North TV will help manage the municipality's reputation by highlighting positive initiatives, managing negative publicity, and shaping public perception.
- 4. Event Promotion and Management:** For Town-sponsored events like parades, commemorations, or public meetings, North TV will help with promotion, and engagement in the community.
- 5. Strategic Communication:** North TV will assist the Town in the development of a strategic communication plan in order to communicate effectively with our constituents.

This includes identifying key messages, target audiences, and the most effective channels for communication.

6. Social Media Content Management: In the digital age, maintaining an active and positive presence on social media is crucial. North TV will assist in managing social media accounts, creating content, and engaging with the community online.

7. Branding and Image Building: North TV will develop and promote a positive and attractive image of the Town.

8. Change Communication: When implementing new policies or undergoing organizational changes, effective communication is key to ensuring public understanding and support. North TV will assist in the planning and executing of our communication strategies.

The Town Council met on November 27, 2023, and on behalf of the Council, Vice-President Simmons made a motion to refer Measure 2024-044- Authorization to repurpose \$50,000.00 from the Server Upgrade (account 30155165-585118) to fund Public Relations support from North T.V. REVISED to the Finance Sub-Committee for further review and consideration.

Councilor Donovan seconded the motion.

Motion carried 9-0.

The Finance Sub-Committee met on December 4, 2023, and on behalf of the Sub-Committee a motion was made by Councilor Donovan to refer back to the Full Town Council Measure 2024-044- Authorization to repurpose \$50,000.00 from the Server Upgrade (account 30155165-585118) to fund Public Relations support from North T.V. REVISED with a favorable recommendation.

Councilor Costello seconded the motion.

Motion carried 6-0. UNANIMOUS

The Town Council met on December 11, 2023, and on behalf of the Council, a motion was made by Councilor Slobogan to approve Measure 2024-044- Authorization to repurpose \$50,000.00 from the Server Upgrade (account 30155165-585118) to fund Public Relations support from North T.V. REVISED, including within the month of January, a "Rules of Engagement" be provided by Town Manager Borg.

The motion was seconded by Councilor Donovan.

Motion carried. 6-0. UNANIMOUS