

Michael Borg
Town Manager



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

INTEROFFICE MEMORANDUM

DATE: Wednesday, March 26, 2025
TO: Town Clerk Pat McNielly
FROM: Michael Borg *M Borg 26 MAR 25*
CC: Linda Catanzariti, Town Accountant
Chris Sweet, Tax Collector & Treasurer
Peter Gay, North TV Director
RE: **Measure 2025-050- Authorization to repurpose \$50,000 from remaining funds from Completed Capital Improvement Projects to fund Public Relations Support from North TV.**

Town Council Meeting- President Justin Paré
Measure 2025-050- Authorization to repurpose \$50,000 from remaining funds from Completed Capital Improvement Projects to fund Public Relations Support from North TV.

Purpose and Justification:

Purpose:

To see if the Town Council will approve the repurposing of \$50,000.00 from the following Articles to retain North TV as a public relations support firm. This request is a repurposing of existing remaining funds from Completed Capital Improvement Projects, and requires no additional funding from the budget.

30220447 587007 - Shift Command Vehicle – Amount in account is \$6,218.29 – using \$6,108.30
30650332 585100 – Big Red Bus Replacement – Amount in account is \$25,311.28 – using \$25,311.28
30650400 587000 – Pickup Truck – Amount in account is \$12,848.90 – using \$12,848.90
30650417 548008 – Red Bus Accessories – Amount in account is \$5,731.52 – using \$5,731.52

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 execution of our communication strategies.

The Town Council met on February 24, 2025, and on behalf of the Town Council, a motion was made by Vice-President Simmons to refer Measure 2025-050- Authorization to repurpose \$50,000 from remaining funds from Completed Capital Improvement Projects to fund Public Relations Support from North TV recommendation to the Finance Sub-Committee for further review and discussion.

The motion was seconded by Councilor Donovan.

Motion carried. 8-0 UNANIMOUS

The Finance Sub-Committee met on February 26, 2025, and on behalf of the Committee, a motion was made by Councilor Donovan to refer Measure 2025-050- Authorization to repurpose \$50,000 from remaining funds from Completed Capital Improvement Projects to fund Public Relations Support from North TV back to the Full Town Council with a favorable recommendation.

The motion was seconded by Councilor Costello.

Motion carried. 8-0 UNANIMOUS

The Town Council met on March 10, 2025, and Councilor Gould invoked his Charter Privilege on Measure 2025-050- Authorization to repurpose \$50,000 from remaining funds from Completed Capital Improvement Projects to fund Public Relations Support from North TV. This measure will be moved to the March 24, 2025 Meeting.

The Town Council met on March 10, 2025, and on behalf of the Town Council, a motion was made by Vice-President Simmons to approve Measure 2025-050- Authorization to repurpose \$50,000 from remaining funds from Completed Capital Improvement Projects to fund Public Relations Support from North TV.

The motion was seconded by Councilor Donovan.

Motion carried. 8-0

