

Water Wise Project Meeting—May 14th

Present: Jody Jones, Dale McNutt, Andrew Lynas, Cheryl Swift, Kathy Gravino, Zoe Sreden and Jess Weller

Next Meetings: Wednesday, May 21st at 12pm (hybrid)*

Wednesday, June 4th at 12pm (hybrid)

**We have rescheduled our next meeting to next Wednesday, May 21st at 12pm.*

This is because there were many conflicts for May 28th.

Action Items: *Our project officially begins tomorrow, May 15th, this meeting was focused on branding and community outreach.*

1. There is a finance meeting set up for Monday, May 19th at 4:30pm to discuss how funds will be handled by both towns. Mary McDonald (Georgetown Finance Chair), Eileen Bonine (Arrowsic Treasurer, Andrew, Jody and Jessica will be in attendance. Andrew will create an accounting spreadsheet that tracks expenses for both towns prior to the meeting. This document will be in shared in the Google drive for transparency but will be password protected for making changes.
2. Dale will create some mockups with feedback that was shared at the meeting. The group likes the blue Waterwise logo with the owl and discussed using “Freshwater Resilience Project” as the tagline.
3. Zoe will create a trifold brochure (Dale will be her point person) and will have a draft ready for our next meeting. This brochure will explain the project, its importance and how to get involved. These brochures will be ready to pass out at tables at Town Meetings, Arrowsic’s door to door campaign and for our Kick off events.
4. Cheryl created a flowchart to visually display the components of this project. Jessica will upload this to the Google drive so that Zoe can use it in the brochure.
5. Jessica will explore using the Georgetown Conservation website as a place to house info about our Waterwise project.
6. Once survey samples are uploaded in the Google Drive, folks can go in and make suggestions for information they would like to see included. We may need to have separate surveys for Arrowsic and Georgetown.
7. Both towns will have tables at Town Meeting to give visibility to the project. Paper copies and a QR code of the survey will be available, along with Zoe’s brochure. Jody and Andrew will represent Arrowsic at their table and Jessica will join them to show the two town partnership in action ☺ Jessica, Nancy, Kathy and Jody will be at the Georgetown table.
8. Jody will share the article that Arrowsic wrote with Jessica so she can hopefully get something into the Tide.
9. We hope to have the completed brochure by our May 21st meeting and the completed survey by June 4th.
10. Dale will look into getting a banner created that we can use at Town Meeting, our Kick Off events, Outreach events and maybe even the Georgetown 4th of July Parade! Jessica will look into getting buttons made.
11. Arrowsic plans to go door to door with the trifold brochure. Georgetown is much larger and so we will be using other strategies to get the word out (neighborhood associations, email lists, social media etc.). Georgetown hopes to be strategic about getting folks involved as we want to make sure we have houses from each neighborhood represented in our study.
12. Jessica will send Carol possible dates for Kick off Meetings (Arrowsic-July 8th or 9th and Georgetown—July 1st or July 11th)
13. Our next meeting was rescheduled to May 21st at 12pm (hybrid). We will then meet on Wednesday, June 4th (hybrid).
14. Thanks for a great meeting, I hope I got everything. See you on the 21st ☺