

AGENDA

Town of Hartford Committee on Racial Equity and Inclusion (HCOREI)

Hartford Town Hall and Zoom

Wednesday, November 1, 2023, 6:00 pm - 7:30 pm

Meetings are usually held on the 1st and 3rd Wednesday of each month in the Hartford Municipal building and on Zoom, unless otherwise warned.

To participate on Zoom you will need a Zoom Account. This is the most common login issue. Use the following link to sign-up for an account if you do not have one: <https://zoom.us/signup>

Join the Meeting:

<https://us02web.zoom.us/j/9649775812?pwd=bHU0TFZlTWZPaEREekZuL2N3cHpJZz09>

Meeting ID: 964 977 5812, Password: 666

Time	Agenda Topic	Committee Action
6:00 pm	Call To Order <ul style="list-style-type: none">• Approve Meeting Minutes 10/18	
6:02 PM	Acknowledge and Welcome Community Members	
6:05 PM	Meet and Greet Chief Sheldon	Discussion
6:45 PM	Prepare for Selectboard discussion on PIO and Policy-on-Policies <ul style="list-style-type: none">• Tentatively scheduled topics for the Nov. 14th Selectboard meeting• PIO – Public Information Officer	
7:10 PM	Updates <ul style="list-style-type: none">• Hartford Community Resource Library• Joint School/Select board meeting• School Board• Town/Selectboard<ul style="list-style-type: none">◦ Community Safety Review RFP Process Updates• Hartford student award (A. Reynolds Memorial)	Discussion
7:30 PM	Adjourn	

Tabled for future agenda

- Prepare for HCOREI annual report to town (probably in early December)
- Invite John Haverstock, Town Manager, to upcoming meeting
- Are there liability concerns around DEI committees?
- Continued discussion on Strategic Plan / Roadmap

HCOREI Members

- Pat Autilio – Chair (through 3/7/2024)
- Molly Armbrust, Vice Chair, Student Liaison
- *(shared)* – Clerk
- Sara Campbell – Chair (through 4/5/2025)
- Joe Major – (through 5/2/2024)

- Miriam Wood – (through 5/2/2024)
- Susan Mullens – (through 8/22/2025)
- Sara Campbell - School Board Rep
- Nancy Russell - School Board Rep
- Lannie Collins - Selectboard Rep
- Ally Tufenkjian - Selectboard Rep
- Student Liaison #2: Vacant

Hartford Public information Officer

Reports to Town Manager/Executive Assistant to Town Manager

Classification

Salary Range

PT: \$50,000 to \$60,000.

Job Summary

The Public Information Officer ensures that Town messaging is delivered in a timely, strategic and clear manner to the residents and businesses of Hartford. This includes the development of informational materials, engagement of residents to understand the interests of the community. This Officer facilitates all Town-wide communications targeted to multiple communities via the Town's website, social media platforms, promotional print materials, press statements and releases, and coordinated media and special events. Additionally, this position is responsible for the Town's website, brand and brand management and the training and coaching of all staff to best communicate to our constituents.

Essential Functions

Responsible for overall management of the Town's communications and outreach activities.

- Develop, execute and maintain the communications plans for the Town to promote and maintain transparency, engagement, and access to the Town's residents, regardless of their background.
- Develop protocols to ensure awareness of Town projects, initiatives, opportunities for participation and how to access information.
- Collaborate with Town departments on regular communications planning, and provide advice and support for larger outreach initiatives and projects, and the design, management and deployment of outreach materials for these initiatives.
- Manage, maintain and enhance the Town's digital media, website, and social media. Ensure users are trained, policies and protocols are followed, analysis of statistics and site organization, etc.
- Plan, convene and facilitate engagement and outreach events.
- Lead efforts to issue the regular editions of "Town News", perhaps on the Town of Windsor model (see attached).
- Build and maintain relationships with local media.
- Build and manage the "brand" of the Town.

Knowledge and Experience

1. A combination of education and experience in communications, marketing and outreach
2. A minimum of three years of experience in public messaging and marketing with some personal or professional experience in local government preferred

Last Year's HCOREI Town Report...

2022 HCOREI Town Report

This year the Hartford Committee on Racial Equity and Inclusion adopted an update to their charge to include up to student liaisons. Molly Armbrust has been attending meetings for over a year and is now our student liaison. Sara Campbell has served as chair this year, John Hall had the role of Vice-Chair, and we brought Pat Autilio (Clerk) and Miriam Wood on as our newest members.

We produced the third annual Juneteenth Celebration with expanded offerings and plan to continue to grow this event. We also tabled at the Hartford Community Coalition Block Party. HCOREI Members have spearheaded an effort to establish a NAACP Chapter in Windsor County.

We engaged Tuck Community Consulting to work on town communications strategy and we continue to work with both the School District and Selectboard towards implementation of the strategic plan initiatives.

Approved 12/21