



**Acton 2020 Committee
Agenda
April 27, 2011 – 7:00 PM
Acton Town Hall, 204**

- I. Approve minutes from 4-13-11 (5 min)
- II. Update on blog
 - a. Review comments (5 min)
 - b. Agree on next few weeks' postings (5 min)
- III. Update on School Committee (5 min)
- IV. Review updated draft of "alternatives" for Acton (45 min)
- V. Determine publicity plan (60 min)
 - a. Reaching out to specific audiences
 - i. Schools
 - ii. Neighborhoods
 - iii. Ethnic groups
 - iv. Others?
 - b. Methodologies
 - i. Email
 - ii. Input/publicity techniques
 1. Booths around town—possibly in library
 2. Blog/website
 - iii. Signs around town
 - iv. Cable TV
 - c. Timeline
- VI. Agree on next steps/next meeting agenda items
 - a. Committee meeting schedule
 - b. More work on "alternatives?"
 - c. Publicity implementation
 - d. June 23rd Meeting logistics