

Communications Workgroup 8/19/20 Notes

Introductions

A. COVID-19 Communications Feedback

- Stephanie B.E. solicited feedback from the Workgroup on the many COVID-19 communications
- The Workgroup gave very positive feedback on the communications
- Cathy suggested letting people know in a future communication that the Town had ticketed x amount of people for violations
- Bob agreed because a major complaint among property owners is that Town ordinances aren't enforced

B. Rodenticide Issue & Bobcat Guardian Program

- Stephanie B.E. asked the Workgroup if they feel the rodenticide information was presented in a way that was clear and easy to understand
- Cathy thought the communication was clear and the community has taken it on as a issue.
- Cathy & Beth said it was hard to understand who the Bobcat Guardian program was for.
- Shauneen thought the three Bobcat Guardian groups were clear.
- Bob suggested making first generation anticoagulants a larger part of the campaign because those also kill bobcats.
- Cathy suggested creating an FAQ page
- Stephanie B.E. told the Workgroup about the promo materials for providers and residents
- Bob suggested more context for the percentage of pest control providers participating in the program to indicate more clearly the presence of participants on island

C. Real Estate Housing Market Study

- Stephanie B.E. shared her communication plan for the meetings unveiling the Real Estate Housing Market Study