

HOLLISTON BOARD OF SELECTMEN

November 1, 2011 (Tuesday)
7:30 P.M.

Town Hall
Selectmen’s Meeting Room

Present: Jay Marsden, Chairman; Kevin Conley, Clerk, and Paul D. Le Beau, Town Administrator. Jay Leary, Vice Chairman and Andrea Minihan, Administrative Assistant, were absent.

MR. CONLEY MOVED TO APPROVE THE FOLLOWING WARRANTS:

12-19	GENERAL WARRANT	\$136,918.48
	VOIDS	\$ (14.39)
	CONFISCATED TRUSTS (300)	\$ 595.00
	PERFORMANCE DEPOSITS (801)	\$ 405.00
	TOWN PAYROLL	\$ 92,072.88
	TOTAL WARRANT	\$229,976.97

ACCOUNTANT’S NOTE:

ACCRUED DEDUCTION LIABILITIES NOT PAID
\$ 28,552.81

TREASURER’S NOTE:

WIRE TO HEALTH INSURANCE TRUST
\$ 18,214.86

THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

COMMENTS FROM THE BOARD

Mr. Conley said that he was without power for a few days and that it finally was put back on Monday evening.

Mr. Conley said that many towns changed the night for trick-or-treat. He said that he was happy that Holliston still went ahead with it because it cut down on the confusion about what night it would have been.

Mr. Conley also said that Nstar had enormous problems trying to bring back the power.

Mr. Conley asked if Nstar could at least acknowledge a complaint as it comes in.

Mr. Conley said that the Selectmen went to Mission Springs last week and had a discussion about the residents concerns. Mr. Conley also said that the new fire truck has been delivered.

Mr. Marsden said that he shared in the comments about lack of power. Mr. Marsden said that they are going on their third night without power. He said that it is cold in the house. He said that the Town is having the same trouble with this storm as we did with Hurricane Irene. Mr. Marsden said that communication between Nstar and the town could be better, and they could be more accurate. Mr. Marsden said that Nstar is unwilling to address the Town’s needs. Mr. Marsden said that there was to be a hearing in Southborough tonight on the performance of Nstar after Hurricane Irene, but it was cancelled because of no power. Mr. Marsden thanked all the public safety personnel, they have done a fantastic job. He also said that the Highway Department has been

working to clear trees, along with all the day-to-day things that need to be done. Mr. Conley thanked Mr. Le Beau for keeping the Selectmen up-to-date on what is going on in town.

Comments from the audience

Susan Woodrow, Union Street, said that Blackboard worked well notifying residents about the power problem.

STREET OPENING – 79, 90 & 134 HIGH STREET FOR NEW GAS LINE AND 120 HIGH STREET FOR A DRIVEWAY

Mr. Le Beau said that three houses would like to convert from oil to natural gas. Mr. Le Beau said that there is a paving moratorium. Mr. Le Beau said that the Highway Superintendent has no problem with this, provided that the street is brought back to the shape that it is in now. Mr. Le Beau said that Nstar will be doing the install of the gas and is aware of the requirements to bring the street back in good condition.

Wayne Field, 134 High Street, said that he wants to convert to natural gas. He said that Nstar told him that there could be an issue with cutting the street. He said that his oil tank is failing and he does not want to replace it if he can convert to gas.

Edward Levasseur, 120 High Street, said that he would like to widen his driveway. Mr. Levasseur said that his driveway is short with not enough room for cars. If they widen it they will not have to keep moving cars around. Mr. Levasseur said that the old driveway is crumbling apart and needs to be replaced anyway.

MR. CONLEY MOVED TO APPROVE THE DRIVEWAY EXTENSION AT 120 HIGH STREET AND THE STREET OPENING FOR NATURAL GAS AT 79, 90 AND 134 HIGH STREET. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

WEB SITE COMMITTEE CHAIRMAN

Chief Michael Cassidy was present. Chief Cassidy said that the Committee has met twice and that they have another meeting scheduled later this month. He said that he would like clarification from the Board with regard to the charge to the Committee. Chief Cassidy said that they have six individuals who all have different ideas. Some thought that this Committee would be creating a new Web site and others thought that we were just going to review the existing Web site. Chief Cassidy said that he is looking for direction. He does not want to waste the Committee's time or the Selectmen's time. Chief Cassidy said that he does not want to work on a RFP if there is no funding available. He said that the Web-site has been run by Town Hall Technology Director, Chuck Corman. Chief Cassidy said that Mr. Corman has been working hard to keep the Web site up-to-date.

Mr. Marsden said that his original thought was what other sites offered. He said that if there is a simpler way to do this what is it? Is there a way to offer it at a better format? Mr. Marsden said that they should look at a number of sites that compare to ours.

Mr. Conley said that the Web site gives you a face on the internet. He said that the Web site should be exciting and inviting to people who might want to move to Holliston. He took the time to look at the Provincetown Web site. He said that it was nice and clean. He said that it had nice pictures showing the Town being active and inviting. He said that it is the face of the Town. He would like to see the Town on Facebook and Twitter. He said important information can get out to residents. It will funnel through that channel. Mr. Conley said that he would like the different departments to put their information out there. Mr. Conley said this is not re-inventing the wheel. He said that there are some great Web sites out there. He said that when we put the Web site up, it was the top of the line at that time. But, it is time to improve it. Mr. Conley would like to have a good, better or best theory. He would like to see it broken down by how much it would cost. Mr. Conley said that he did not want to tie the hands of the Committee by saying there is no budget. He said see what you like and what will work, see how the Web site would represent the Town. Mr. Conley said that they could run Tweets through the Web site as well as Facebook. Mr. Conley said that some of our town departments have Facebook pages already.

Chief Cassidy said that he was looking for guidance. He said that social media would take a lot of user input. His question is, if the Town bumps up the on-line social media (Facebook and Twitter), who is going to maintain it? Mr. Conley said that Chief Cassidy is the one who does the tweeting.

Mr. Marsden said that we could dress it up a little. Mr. Marsden said that they would take the three best and break it down in price to maintain it. He said that we could break it down and work with the resources we have now.

Chief Cassidy said that there is link from the official town Web site to different departments. He said that as far as social media, yes he does a lot of tweeting and he has a Facebook page at the Fire Department. He said that he does that as part of his job, because he believes the public should know what the Fire Department is doing. He said that the question comes down to, Holliston Town Hall has a one person Technology Department. He is maintaining multiple systems. Chief Cassidy said that it would not be a reasonable expectation that he would be monitoring either the Facebook page or the Twitter feed. He said that Twitter is meant to be interactive. He said that often times people will tweet to the Twitter account folder looking for a response back. So now the question becomes who is going to be responsible for maintaining and covering the social media tweets and respond to them even if it is not during work hours.

Mr. Marsden said now he sees what Chief Cassidy is talking about. Chief Cassidy said that he is a salaried employee, he is always on call. He has no problem up-loading information to Twitter.

Mr. Conley said that the Committee could check with other Towns and see what they are doing. Mr. Conley suggested that we check with Medway as they are improving their web site. He said that he went to a meeting early this summer, and there was a big discussion about towns going to social media. Mr. Conley said that the Committee could check with the other towns and see who is monitoring their Facebook page and their Tweets. Mr. Conley said that he is not an expert in social media, but he has an idea of what he wants. He said that he hopes that there are professionals that could help.

Mr. Marsden said that for example, the Chairman of the Board could tweet and that it would be passed along to the next Chairman, then what happens when the next Chairman is not good with computers and has a difficult time of it or just decides that he/she did not want to do it? Then all the time and effort has been for nothing.

Chief Cassidy said that there is a difference between an individual and organization identity. He said that he can give a couple of examples. He said Massachusetts Emergency Management Agency in Framingham has a Twitter account and they use that to push information out to the public. The account is maintained by the Public Information person. If he is not working, or out of Town, he has someone who works for him that will be pushing the information out. Chief Cassidy said that two weeks ago he was in Washington D.C. and he met with an official who runs the Twitter account for NASA. Chief Cassidy said that the official from NASA also has staff members who can post. Chief Cassidy said that the tweets have to be consistent. Chief Cassidy said that we have to have a Public Affairs Specialist. Chief Cassidy said that in an emergency, the Town Administrator becomes our designated Information Officer. He is the one making the decisions and keeping the public informed. Chief Cassidy said that someone has to be keeping tabs on the Facebook page and the Twitter Account.

Mr. Conley said that he would like the committee to check with other towns to see how they are handling the replies. Mr. Conley asked if Framingham or Natick were on a Facebook or Twitter? Chief Cassidy said no, they are not.

Mr. Conley said that the City of Somerville is on Facebook.

Chief Cassidy said that the City of Somerville is much larger than Holliston, and their Technology Department has more than one employee.

Chief Cassidy said that the Mayor of Somerville is tweeting as an individual, not a town official.

Mr. Marsden said that when all Selectmen are present, they should have a discussion about if they want to go down that path with social media. How would we structure it?

Mr. Conley said that the Town of Norton has a Facebook page and they are almost the same size as Holliston, and he said that there are at least a dozen more towns that are on Facebook.

Mr. Marsden said lets see what we can do to improve our Web-page and then see what we can get for our best price.

Mr. Conley said they the Committee will be looking at the good, better or best Web-page.

Chief Cassidy said that he and Paul Le Beau met with a local company that has developed an application for several different platforms. He said that it would be free to municipalities. He said it was originally developed for feed-back from restaurants. Chief Cassidy said that this would have lots of advantages.

Susan Woodrow, Union Street, said that there are two Web papers in town, both with Facebook accounts. She said that residents were coordinating office space and kitchen space during the recent power outage. She said that we should be taking advantage of what is out there already rather than creating a new position.

Mr. Marsden said that we should be using what had already been done, not reinvent the wheel.

MINUTES OF SEPTEMBER 30, 2011

MR. CONLEY MOVED TO APPROVE THE MINUTES OF SEPTEMBER 30, 2011, AS WRITTEN. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

MR. CONLEY MOVED TO APPROVE THE MINUTES OF OCTOBER 3, 2011, AS WRITTEN. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

MR. CONLEY MOVED TO APPROVE THE MINUTES OF OCTOBER 17, 2011, AS WRITTEN. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

MR. CONLEY MOVED TO APPROVE THE MINUTES OF OCTOBER 24, 2011, AS WRITTEN. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

UPPER TOWN HALL FEE WAIVER REQUEST

MR. CONLEY MOVED TO WAIVE THE RENTAL FEE FOR THE UPPER TOWN HALL FOR THE MARYELLEN MILLER SCHOLARSHIP ON NOVEMBER 12, 2011. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

ONE DAY LIQUOR LICENSE

MR. CONLEY MOVED TO APPROVE THE A ONE DAY LIQUOR LICENSE FOR THE MARYELLEN MILLER SCHOLARSHIP FOUNDATION ON NOVEMBER 12, 2011, IN THE UPPER TOWN HALL FROM 7:00 P.M. TO MIDNIGHT. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

MR. CONLEY MOVED TO WAIVE THE FEE FOR THE LIQUOR LICENSE FOR THE MARYELLEN MILLER SCHOLARSHIP FOUNDATION ON NOVEMBER 12, 2011, IN THE UPPER TOWN HALL. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

ONE DAY LIQUOR PERMIT

MR. CONLEY MOVED TO APPROVE A ONE DAY LIQUOR PERMIT FOR THE HOLLISTON EDUCATION FOUNDATION FOR DECEMBER 12, 2011, IN THE UPPER TOWN HALL FROM 7:00 TO MIDNIGHT. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

EVENT PERMIT CHRIST THE KING CHURCH

MR. CONLEY MOVED TO APPROVE THE EVENT PERMIT FOR CHRIST THE KING CHURCH FOR A PARADE/ROAD RACE ON NOVEMBER 5, 2011. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

AMERICAN LEGION PARADE PERMIT

MR. CONLEY MOVED TO APPROVE THE PARADE PERMIT FOR THE VETERANS DAY PARADE ON NOVEMBER 11, 2011. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

Mr. Marsden said that the Board received a resignation letter from Brian Loughlin from the Arts Council. Mr. Marsden thanked him for his time served.

RESERVE FUND TRANSFER REQUEST – ZONING BOARD OF APPEALS

MR. CONLEY MOVED TO APPROVE A RESERVE FUND TRANSFER IN THE AMOUNT OF \$1,100.00 TO THE ZONING BOARD FOR LEGAL SERVICES FOR GREENVIEW REALTY. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

STREET MAPS – SPRINGDALE CIRCLE

Mr. Le Beau said that at the October 17, 2011, Board of Selectmen Meeting, the Board recommended that the street be accepted as a public way. Town Meeting accepted it at the October 24, 2011, meeting. He said that this is just to sign the final plan.

AT 8:15 P.M., MR. CONLEY MOVED TO ADJOURN. THE MOTION WAS SECONDED BY MR. MARSDEN. TWO IN FAVOR. MR. LEARY WAS ABSENT.

Respectfully submitted,

Donna A. Muzzy

approved_____

