**TOWN OF GROTON**

**Office of the Commissioners of Trust Funds**

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**Karen F. Tuomi, Executive Director**

Commissioners of Trust Funds Meeting Minutes

July 18, 2023 10:45 am

Trust Fund’s Office, Groton-Dunstable Regional Middle School South

Attendees: Rachael Bielecki, Martha McLure, Joe Twomey

Review bills for approval and signatures

Review Open Meeting Law

Request for Lecture Fund:

World of Difference – ADL Training Fee ($11k) and possibly the Supplies for lessons waiting for more information

Safe Roads Alliance – MS $2k, FloRo $1k and SU $Groton student portion

Request for Bertozzi Fund:

Conservation for cameras - $800 for cameras

Request for Scholarship from CCF:

After School Program – through December

Jr. Olympics (2) - no

Director’s Report

Update on Marketing – Met with Keri Pappalardo, Director of Marketing at

Lavallee/Brensinger Architects. Keri offered some suggestions for expanding

* In marketing there is the “rule of 7” which is that it takes 7 different touches before someone will retain/commit to what you want them to do. Creating touch points throughout the year might help with the problem of having with people not retaining/listening when you meet with them one time.
* Collect email addresses and compile into a contact list that can be segmented for specific widespread email campaigns throughout the year. Segments go back to defining your audience, for example, connectors could be a segment and they would be people that connect you to those who benefit from your services (guidance counselors, school admin., etc.), recipients who would be people who have in the past benefited from one of the Funds and of course, donors.
* Presentations – Always lead your presentation with a 1 sentence problem that the audience you are presenting to can sympathize with. This allows for better recall.
* Have a clear call to action at each presentation/interaction. What is the #1 thing you are asking your audience to do? Be sure it’s phrased as an action and repeat it at least 3 times during your presentation. For example, when addressing school staff about the Lecture Fund don’t expound about other Funds. It can muddy the recall. Also, try and leave behind a physical thing like a flier that repeats your call to action.
* When asking for funds for gift funds, create a standard one sheet that lists different levels and communicates what that amount does. For example: “Winter Wonderland” $500 – provides holiday gifts for 2 local families in need. This gives businesses are starting point and feels like a more solid ask.
* Attend community events that are already occurring (concerts, tree lighting etc.) and set up donation collections or distribute a flyer letting people know your needs. Grotonfest booth Sept. 30th, banner saying Event brought you by the Town of Groton Trust Funds [trustfunds@grotonma.gov](mailto:trustfunds@grotonma.gov).

Motion was made to purchase, along with the banner, swag to be handed out at Grotonfest. This amount should be exceed $2500. Voted unanimously

Motion made to fund a social media person for the Trust Funds Seconded and voted unanimously Focus on outreach up to $3k

Contact Jeff Gordon about booth for Grotonfest

Update on Book All acccepted additions (DiPietro and Social Justice) have been included along with other additions and corrections. Just waiting on Brian Kane’s Fund. Motion was made to revisit the book reprint in January. Seconded and voted unanimously.

Update on DiPietro Scholarship

J. O’Malley’s plans have changed so he will not be using his award

The final tally for the estate was submitted. The Scholarship should be receiving an additional contribution of $62k When this check is received should this be put in the non- expendable or expendable? A motion was made to place this in the expendable. Seconded and voted unaniously

Open session for topics not anticipated 48 hours prior to the meeting

Lecture Fund over spending from the Groton Public Library. The Groton Public Library received a grant of $6500 for the 2022-2023 fiscal year. Request submitted totaled $6566. The Library apologized for this and said that they would make corrections if necessary. The Commissioners are okay with this amount.

Request for assistance with eye glasses. Yes from Dalrymple

August Meeting – On emergency basis

September Meeting – September 18th Invite Michelle Collette and Fran Stanley

A vote to enter into Executive Session taken was taken to discuss applications for the Green or Shepley Charity Funds which may include discussing the reputation, character, physical condition or mental health of an individual will be made. The individual to be discussed in such executive session was notified at least 48 hours prior to the proposed executive session.