

November 13, 2025

MuniMornings



Communication Tools for Building Community & Trust: Crowdsourced Tips!

Kathleen Ramsay, Municipal Operations Specialist

Vermont League of Cities and Towns



Municipal Operations Support

Topics:



Finance



Administration,
Management &
Operations



Project
Development &
Funding



ARPA



Grants & Funding
Opportunities



Disaster:
Preparedness,
Response &
Recovery

<https://www.vlct.org/municipal-operations-support>



Municipal Operations Support

- **Director of Municipal Operations Support/ARPA** - Katie Buckley
- **Government Finance Specialist** - Marguerite Ladd
- **Project & Funding Specialist/CHIP** - Bonnie Waninger
- **Municipal Operations Support Specialist** - Kathleen Ramsay

Today's Webinar

- **Innovative Communication Techniques:** Learn how different municipalities are creatively using both traditional and modern communication tools.
- **Building Trust and Community:** Dive into strategies that effectively bridge gaps and strengthen community bonds.
- **Practical Takeaways:** Leave with actionable steps you can implement right away to improve communication in your own community.

Community as Critical Infrastructure



We are living in a moment of extraordinary change. Advances in technology, shifting demographics, evolving economies, and a growing sense of polarization are reshaping daily life at a pace that challenges traditional governance.

This constant motion creates both challenge and opportunity.

Community 2.0: A Blueprint for Innovative Cities & Counties – Reimagining community through a visionary framework emphasizing trust, connection and collaboration. John Mallon, Chista Daniels PhD., Tom Rossman, and Michelle Kobayashi, International City/County Management Association's Public Management Magazine, October 2025, p.55.

Community as Critical Infrastructure

*The communities that thrive will be those that **cultivate trust, strengthen collaboration** and **nurture connection** – adapting quickly while holding fast to a simple truth: People – residents, neighbors, families – are the critical infrastructure of a thriving city.*

Community 2.0: A Blueprint for Innovative Cities & Counties – Reimagining community through a visionary framework emphasizing trust, connection and collaboration. John Mallon, Chista Daniels PhD., Tom Rossman, and Michelle Kobayashi, International City/County Management Association's Public Management Magazine, October 2025, p.55.



Community as Critical Infrastructure



*...local governments remain uniquely positioned to **bridge divides**. Unlike national politics, they **deliver visible results**, **foster direct interaction**, and **provide platforms for inclusive problem-solving**.*

*With their role as strong institutions and trusted anchors, local leaders can pursue strategies to **rebuild trust**, **intentionally creating connection**, **collaboration**, and **belonging** as essential infrastructure for civic life.*

Community 2.0: A Blueprint for Innovative Cities & Counties – Reimagining community through a visionary framework emphasizing trust, connection and collaboration. John Mallon, Chista Daniels PhD., Tom Rossman, and Michelle Kobayashi, International City/County Management Association's Public Management Magazine, October 2025, p.55.

Bulletin Boards



- Helps meet requirements for posting public notices
- Cultivate your brand:
 - Well Maintained
 - Up-to-Date
 - Post Guidelines for Use

Sandwich Boards



- Tax Due Dates
- Town Meeting
- Voting
- Dog Licensing
- Cultivate your brand:
 - Well Maintained
 - Up-to-Date
 - Have fun with it – stop in for a biscuit!



Low-Tech Extras!

- Welcome Signs
- Municipal Offices
 - ❖ Office Door Signs
 - ❖ Directional Signs for Large Offices
- Listing of Hours for Various Offices (if they vary)
- Name plates for employees, appointed & elected officials

Job Ads as a Communications Tool

Use Consistent Branding Elements:

- Ensure the ad includes your municipality's logo, colors, and any other consistent branding elements, reinforcing recognition and professionalism.
- Maintain a consistent tone and style in line with other municipal communications to reinforce your brand identity.





Vermont Town Careers

- New website to help job seekers quickly find what they need
- Greatly expands the reach of your job listings
- **Includes FREE advertising**
 - Seven Days
 - Front Porch Forum
 - Facebook


front porch forum®

facebook



SEVEN DAYS

V E R M O N T



Vermont Town Careers

Search for
a variety of jobs at

VermontTownCareers.org

**Get a sense of service
and a paycheck**

Vermont municipal employees work in different locations, doing a wide variety of things, but all agree on why it's such a rewarding career.

You can make a real difference in your local community, while enjoying pay, benefits, and a work/life balance that's hard to find in other sectors today.

CAMPAIGN BY VERMONT LEAGUE OF CITIES & TOWNS



Discover Great Jobs in Our Cities & Towns!

More Ideas for Advertising Employment Opportunities

Ideas from Towns Around the State:

- Sandwich Boards
- Yard Signs (comply with local zoning + sign regulations!)
- Radio Ads

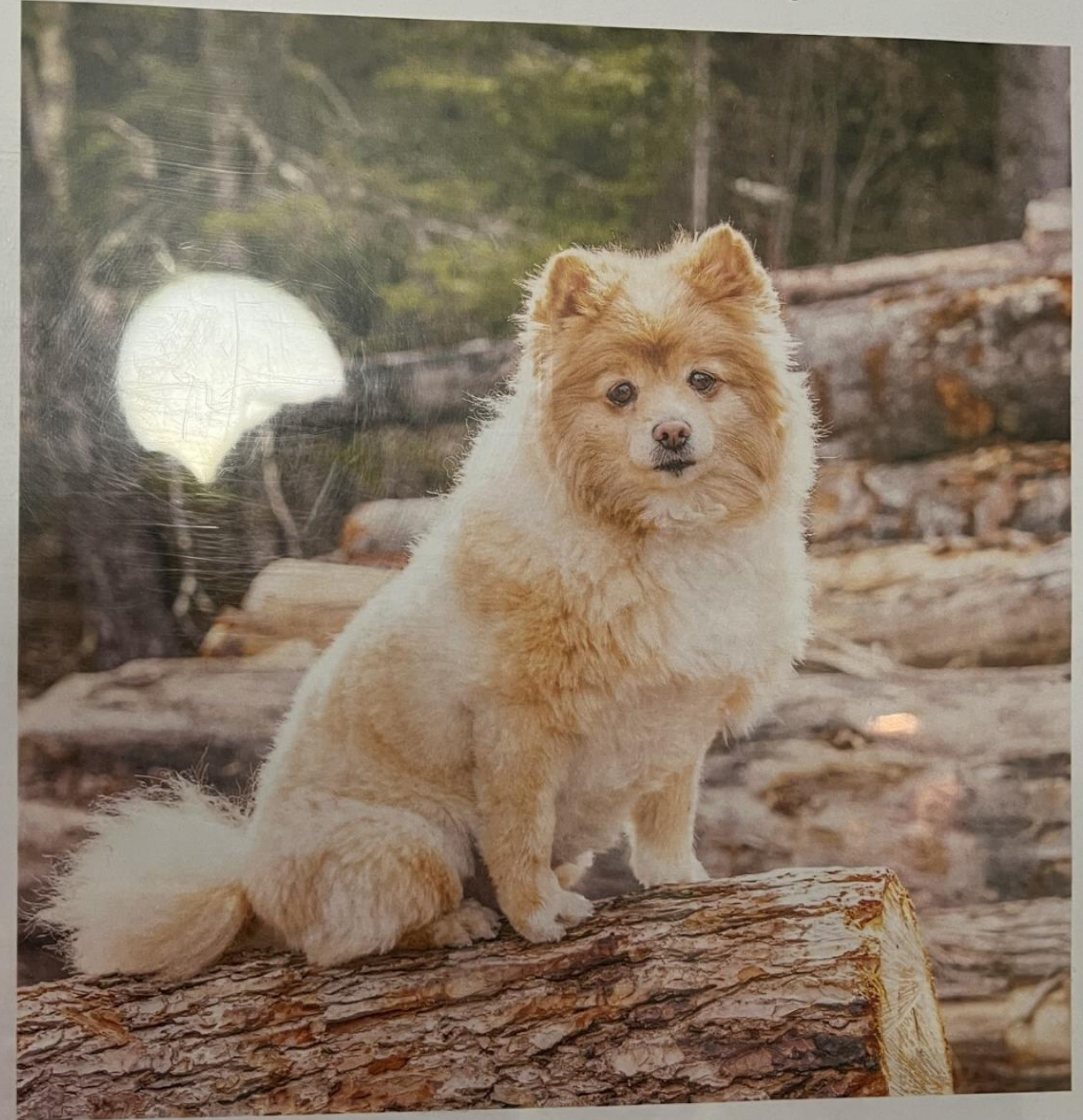


"#1 Dog" Recognition

- All dogs licensed between January 1 and April 1 are eligible to become the town's #1 dog
- Partners with a local photographer and a local businesses for goody bag for the town's #1 dog



Congratulations to Gabby!
East Montpelier #1 Dog 2025-26



Special thanks to Agway for their continued support of the
East Montpelier #1 Dog Program.

TOWN OF STOCKBRIDGE ANNUAL REPORT



For Year ending December 31, 2024

Town Report Cover Art Contest

- Photos, sketches, paintings, or other artwork depicting the Town of Stockbridge.
- Art must be an original creation by a Stockbridge resident.
- Only one entry per resident was allowed.
- Artwork had to be in portrait format (8"x10" or 8.5"x11").
- Voting for the contest took place between December 7 and December 31, 2024, with registered voters able to vote at the Town office or via an online poll.
- The winner of this contest was Lauren Scogin with a photo titled "Full Moon."

Town Report Extra! Ordinance Summaries

WHEELOCK VERMONT



ANNUAL REPORT
Year Ending December 31, 2024

ORDINANCE SUMMARIES

The adoption or amendment of an ordinance must follow the steps set forth in Vermont Statutes Title 24 Section 4442. This requires a period of public notice including both posting and publishing. Ordinances and amendments are not enforceable unless properly adopted.

ALL TERRAIN VEHICLE ORDINANCE

adopted January 14, 2018

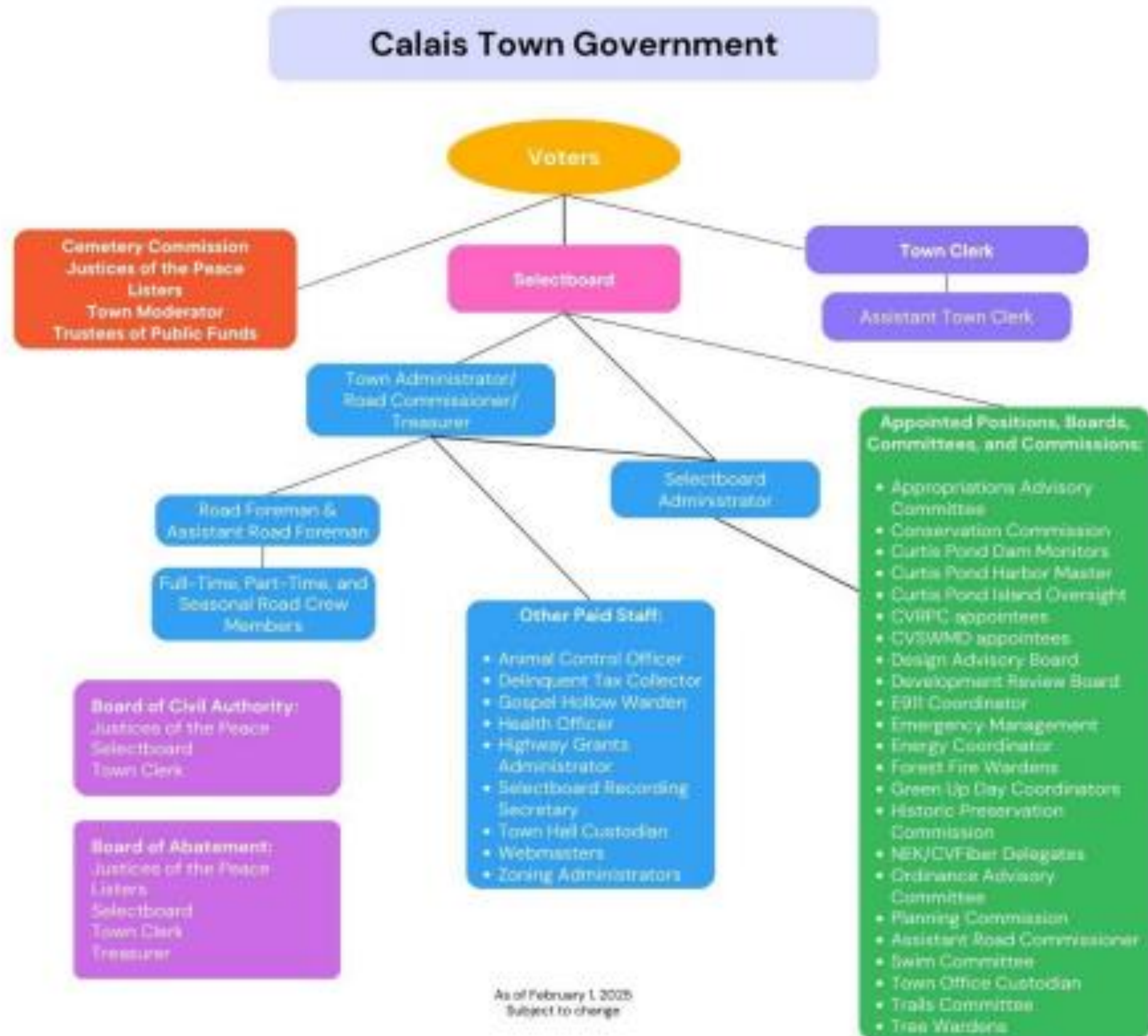
- All ATVs must be registered and carry liability insurance
- Persons operating ATVs must be 16 years of age unless accompanied by a parent or guardian
- All town highways are open to ATVs
- Maximum speed 25 mph on all public highways; no person shall drive an STV on a public right of way at a speed greater than is reasonable and prudent under the conditions'
- ATVs may NOT be operated within the town between 9:00pm and 7:00am
- Travel must be in single file

ANIMAL BITE ORDINANCE

adopted August 13, 2018

- All animal bites must be reported immediately to the Wheelock Town Clerk or Wheelock Health Officer.
- Following an animal bite, the animal must be quarantined for 10 days.
- The owner or custodian is liable for all charges.

Town Report Extra! Town Org Chart



- Visual representation of municipal structure.
- Outlines hierarchy, roles and responsibilities within the municipality.
- The public can more easily identify appropriate contacts for specific inquiries or issues.
- Back cover of Annual Report for ease of reference!

Town Report Extra! Town Office Descriptions + Phish!

Town of Coventry



2024 Annual Report



TOWN OFFICE DESCRIPTIONS

Vermont Secretary of State

Full list can be viewed at:

<https://www.sec.state.vt.us/elections/candidates/local-office-descriptions.aspx>

Cemetery Commissioner (elected). Responsible for the care and management of the town's cemeteries. If no cemetery commissioners are elected, the select board fulfills this role. 18 V.S.A. § 5373

Collector of Delinquent Taxes. An elected Collector of Delinquent Taxes is responsible for all duties described under 32 V.S.A § 5252. A Town may also vote to authorize the appointment of a Collector of Delinquent Taxes under 17 V.S.A. § 2651(d).

Constable (elected). In some towns the constable is the town's local law enforcement officer, with all powers of search, seizure, and arrest within the town. In other towns, the constable only has the power to serve civil process, assist the health officer in the discharge of his or her duties, destroy unlicensed dogs, kill injured deer, remove disorderly people from town meeting, and, if the first constable, to collect taxes, if no tax collector is elected. Should be good at de-escalating and resolving conflicts. 17 V.S.A. § 2646(7)

Fence Viewers (appointed). Three viewers are appointed by the Select Board each year. When called upon, they examine fences and other boundaries within the town. 24 V.S.A. § 871

<https://sos.vermont.gov/elections/election-info-resources/candidates/local-office-descriptions>

Town of Coventry Report | For "JAM" Page

12.2.24

KEY POINTS:

- Released exactly 20 years after **Phish's** farewell show in **Coventry, VT**, **JAM** is a 30-minute documentary film chronicling the historic 2004 traffic jam, where tens of thousands of Phish fans struggled through days of record rain and gridlock to reach the concert site at Maxwell's Neighborhood Farm, resulting in one of the biggest and profound traffic jams in world history.

Local Newsletters

Volume 4, Issue 10

October 25, 2025



WHEELOCK NEWS

Wheelock Community Initiative on the Web: <https://wheelockcmtv.org/> and on Facebook!
Email: wheelockcmtv@gmail.com Phone: 802-626-3109, leave message



Meeting notices are on the Town Hall message boards and online <https://townofwheelockvt.org/>

Join **regular Selectboard meetings** by phone or remotely. On the town website click on the **"Government"** dropdown tab, then **"Agenda & Minutes"**

Each meeting agenda document lists **unique** phone numbers, Zoom links, meeting IDs, and passcodes

Selectboard News and Notes

On occasion there is a stroke of good luck linking a thorny challenge to a creative solution. Restoring the flood-damaged **Fall Brook Road bridge** is one of those fortunate times.

The first step to address the destruction and seek grants to repair the bridge is to **complete an engineering study**. Pat Moulton, an officer with Vermont's Disaster Recovery office, and a Norwich University engineering professor have proposed a student capstone project to create a design. Students conducted a site visit on Oct. 9 and will return to survey the site. The project would take two semesters to complete. A licensed engineer must provide a stamp on the finished design. Some FEMA 'alternate project funding' resources may be applied to the project.

The Selectboard recently selected Geo Design's proposals to complete the remaining work on the embankments of Boulay and S. Wheelock roads. FEMA already obligated some monies towards the Boulay engineering costs and the engineering and construction costs for the S. Wheelock Rd.



Selectboard:
Ann Lawless, Chair
Mike Richardson
Chuck Dill

SELECTBOARD MEETINGS

First and Third Tuesday
Nov. 4 and 18 @6:00 PM
Wheelock Town Hall

- Often published by or in cooperation with a local community group.
- Mailed, distributed in public places and/or available on the Town's website.
- Maintain a consistent publishing schedule (e.g., monthly or quarterly) to keep residents informed.
- Publish guidelines for content and deadlines for submitting material for publication.

Recreation & Library Program Listings & Guides



- Distributed in public places, as newspaper inserts and/or available on the Town's website.
- Maintain a consistent publishing schedule (e.g., monthly or quarterly) to keep residents informed.
- Publish guidelines for content and deadlines for submitting material for publication.
- Some communities are offsetting or underwriting the cost through the sale of ads.

Listservs



Welcome to the Hartland, Vermont Listserv Directions Page

News [\[news\]](#)

The listserv is a way of connecting Hartland neighbors to neighbors. It is for residents of Hartland to share ideas, advertise items for sale or wanted, and announce town events.

Hartland's Listserv, which is not an “official” listserv set up by Town government, includes:

- Public events and informal gatherings
- Announcements by town organizations
- Weather cancellations
- Items for sale, wanted or for loan
- Rides sought or offered
- Living spaces coming up for rent or wanted
- Lost pet announcements

Listserv Pros:

- Excellent for group discussions, collaboration, and community forums.
- Simple to set up and use, especially for small organizations.
- Low cost or free options available.

Listserv Cons:

- Lacks professional design, automation, and analytics tools.
- Can be harder to moderate and manage.

Town of Monkton Vermont



[Home](#) [Calendar](#) [Town Info](#) [Town Offices](#) [Town Services](#) [Boards and Committees](#) [Community](#) [Contact](#)

Monthly Archives: *November 2025*

November 11, 2025 Selectboard Meeting

Posted on [November 7, 2025](#) by [Stan Wilbur](#)

MONKTON SELECTBOARD MEETING AGENDA DATE: Tuesday November 11, 2025 In Person at Town Offices at 92 Monkton Ridge Road or Remotely Meeting will be recorded and recording posted Zoom Meeting ID 802-453-3800 Password 1762 Telephone Number to attend meeting by ... [Continue reading →](#)

Posted in [Uncategorized](#) | [Comments Off](#)

Monkton Selectboard Special Meeting

Posted on [November 6, 2025](#) by [selectboard](#)

Monkton Selectboard Special Meeting Friday, November 7th at 6:00pm In Person at Town Offices at 92 Monkton Ridge Road or Remotely Meeting will be recorded and recording posted Zoom Meeting ID 802-453-3800 Password 1762 Telephone Number to attend meeting by ... [Continue reading →](#)

Posted in [Uncategorized](#) | [Comments Off](#)

Blogs



Sign up to
receive new
posts in your
inbox.

Email Address:

Let's keep
in touch

We don't spam! Read
our [\[link\]privacy
policy\[/link\]](#) for more
info.

- A **blog** is a type of website or a section of a website that is regularly updated with new content, known as "posts."
- A blog serves as a dynamic way to communicate updates, news, and events to the community.
- **Blog Format:** Each update or piece of new information is published as a "post" on the website. These posts are usually organized in reverse chronological order, with the most recent updates appearing first.
- **Email Updates:** Residents can subscribe to receive email notifications whenever a new post is published. This keeps the community informed without them needing to check the website regularly.
- In this example, Monkton uses functionality of its WordPress website.

E-Newsletters



First Name

Last name

Phone (optional)

Email

- **Direct Communication:** E-newsletters provide a direct line to residents.
- **Cost-Effective:** Digital distribution is less expensive than print and postage
- **Engagement Tracking:** Subscription services offer analytics to track open rates, click rates, and engagement.
- **Timely Updates:** E-newsletters allow municipalities to quickly inform the community about news, events, deadlines, and emergency notifications.
- **Community Building:** Regular communication fosters trust, transparency, and a sense of connection between the municipality and its residents.
- **Customizable Content:** Easily segment audiences to provide targeted information relevant to specific groups or interests.

E-Newsletters – How to Get Started

➤ Start Small and Grow:

- ❖ Focus on quality over quantity; it's better to start with a smaller, well-curated newsletter than to overextend and risk burnout.
- ❖ As you become more comfortable and gather feedback, consider expanding the newsletter's scope or frequency.

➤ Build Your Email List:

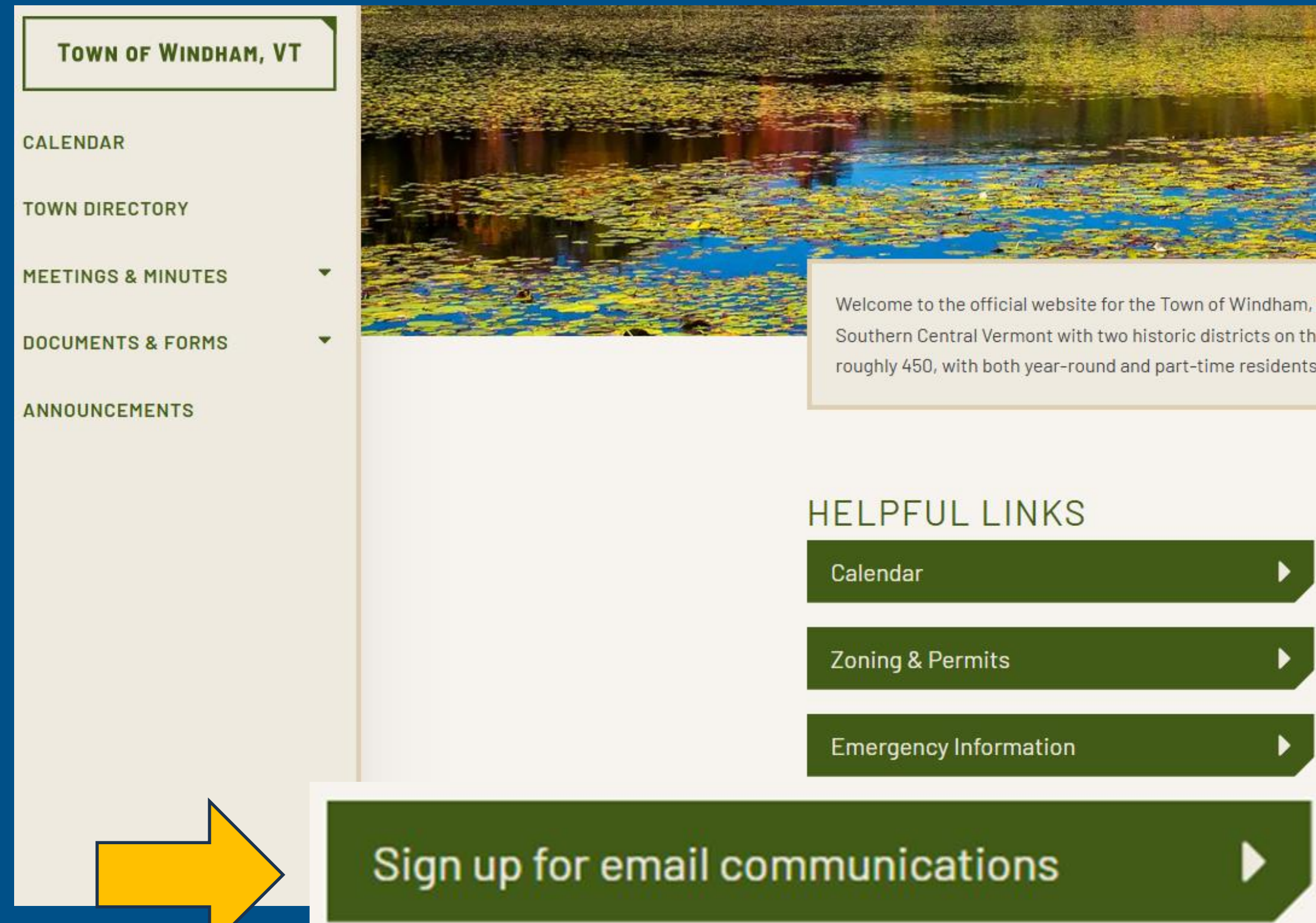
- ❖ Collect email addresses through sign-up forms on your municipal website, social media pages, and at town events.
- ❖ Ensure compliance with privacy laws and regulations by obtaining consent from subscribers and providing an option to unsubscribe.

➤ Plan Content and Frequency:

- ❖ Begin with a manageable frequency, such as monthly or bi-weekly, to ensure consistent communication without overwhelming your team or subscribers.
- ❖ Develop a basic content plan, including sections like community news, upcoming events, and important notices.

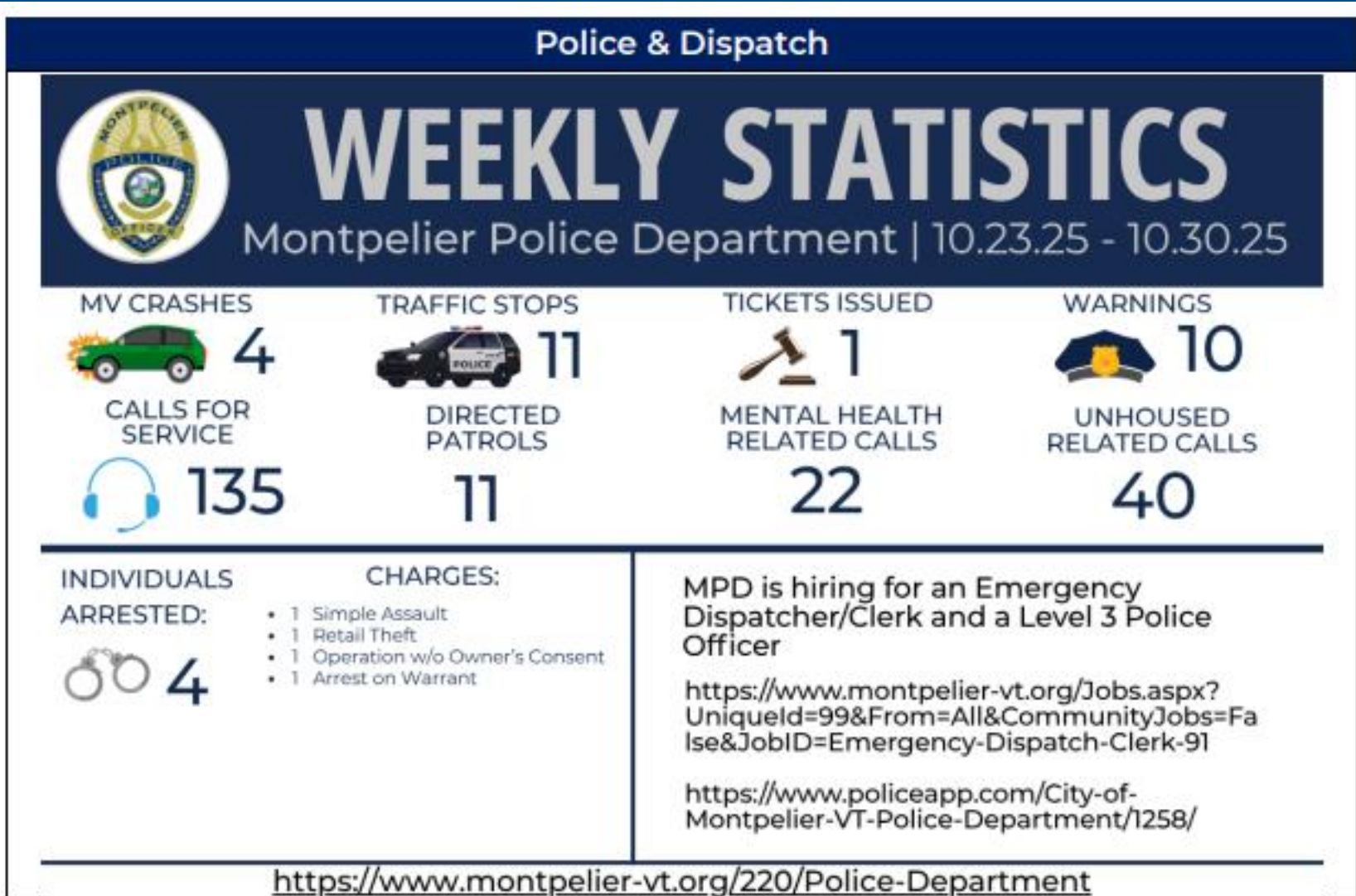
➤ Design a Simple Template:

- ❖ Use clean, professional templates with your town's branding (logo, colors) to maintain consistency.
- ❖ Include clear headings, short paragraphs, and relevant images to enhance readability and engagement.



Town Email Blast Tips: Use What You Have!

- **Selectboard and Other Meeting Agendas**
- **Links to Selectboard Meeting Packets**
- **Links to Selectboard Meeting Minutes**
- **Highlights of Selectboard Meetings** (AI is a good tool for creating easy to digest, short summaries of meetings from prepared minutes - as always with AI, carefully review AI drafted material for content, context and tone). Include a link to the full Selectboard Meeting minutes so subscribers can review the full meeting minutes.
- **Voting Results**
- **Links to long-form Town Newsletters**



City Manager's Office
39 Main Street | Montpelier, VT 05602
p. 802-223-9502

City of Montpelier
CITY MANAGER'S OFFICE

CITY MANAGER'S WEEKLY REPORT

OCTOBER 31, 2025

Benefits of E-Newsletter Updates:

- **Transparency and Trust:** Regular reports keep residents informed about municipal projects, decisions, and challenges, fostering transparency and building trust between government and community.
- **Timely Communication:** Weekly updates provide real-time summaries of Selectboard actions, ongoing initiatives, upcoming events, and operational changes, minimizing rumors and misinformation.
- **Accessibility and Accountability:** By publishing reports online and via newsletter, information is accessible to all residents, making it easy for the public to hold officials accountable and understand how their tax dollars and votes are used.

Upcoming on the City Council Agenda	
<u>November 12th</u> Budget Workshop - Capital CCR Design Competition Presentation Use of Arms – Bow Hunting CCR Use – Dogs & Hunting Homelessness State Request Homelessness Committee Special Event/Parade Ordinance Public Hearing FYE25 Budget Report Appeal Fees 27 Main St. Tax Stabilization Approve LHMP Downstreet CDBG-DR – Hearing	<u>November 19th (Tent.)</u> FY27 Budget Discussion Committee Policy/Follow Up Debt Policy Ordinance Review Economic Development Subcommittee Report Sprinkler Ordinance Legislative Delegation Childcare Task Force Economic Development Subcommittee briefing Meeting with Legislative Delegation FEMA Rebuild Status – Next Steps
<u>December 10th</u> Audit presentation City Manager Proposed Budget Housing Assessment 12/16 Main Street	<u>December 17th</u> CCR RFP
<u>Winter Meeting Schedule:</u> <u>December 17th</u> <u>January 7th</u> <u>January 14th</u> <u>January 21st</u>	<u>PENDING Agenda Items:</u> Stormwater 2025 Water Rate Study 2025 Development Agreement Review Tax stabilization Taser Discussion Animal Control Ordinance Land Use Map – 12/9 deadline

City Manager's Office
39 Main Street | Montpelier, VT 05602
p. 802-223-9502



CITY MANAGER'S WEEKLY REPORT

OCTOBER 31, 2025

Benefits of E-Newsletter Updates - Continued:

- **Engagement and Feedback:** Reports can invite feedback on issues before they reach decision points, encourage participation in meetings or hearings, and inform citizens about opportunities to get involved.
- **Operational Efficiency:** Summarizing municipal activity in a digestible format enhances staff coordination and allows Selectboards and committees to reference recent actions quickly.

Are You New to Calais?

- buying or renting your home -

Welcome!

Please reach out to our
Welcome to Calais volunteers
so that we can:

- Meet you
- Introduce you to neighbors
- Give you a *Welcome to Calais* gift basket
- Provide some local history
- Share information about our Town
- and more

WelcomeToCalais@gmail.com

802-456-8720



Calais Town Office - 3120 Pekin Brook Road
CalaisVermont.gov

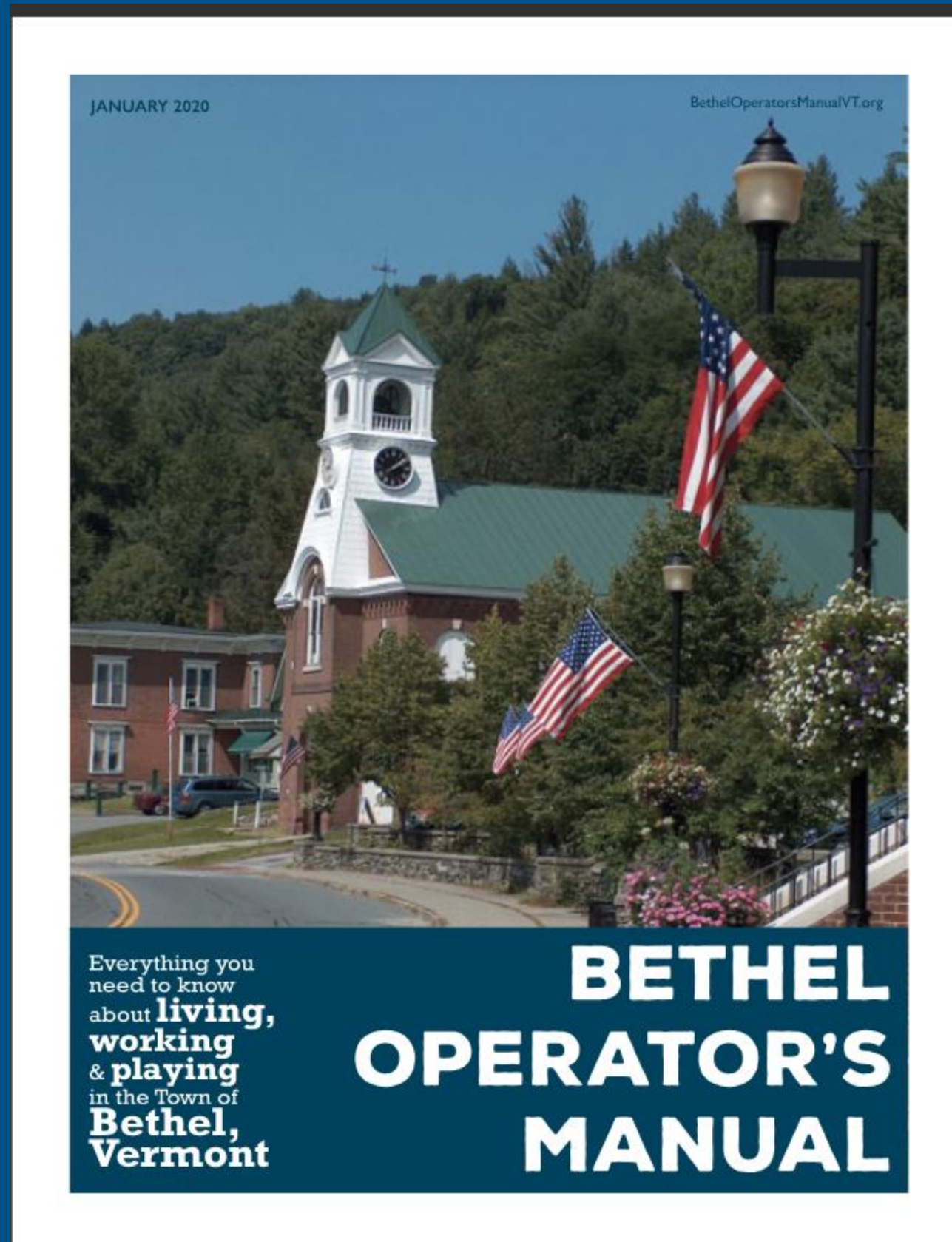
Resources for New Residents

Whether you are buying or renting, seasonal or full-time, we would like to get to know you!

- We're here to answer any questions you may have or to help you find the resources you need.
- Our **Villages brochure** introduces you to the vibrant and unique village centers in town.
- What about a quick fact sheet about Town Government and Town Office services? In that case, we recommend our **Municipal Services brochure**.

The Welcome to Calais program is a joint effort between the Friends of Calais and the Calais Town office.

Operator's Manual



- Idea for an Operator's Manual originated with Susan Clark and the Middlesex Town Meeting Solutions Committee.
- With permission, content was copied from the Middlesex Operator's Manual.
- Not an official Town document. The Bethel Town Meeting Committee developed and wrote the manual.

Invite Feedback



Is your road having an issue?

Your Name *

Your Email *

Your Address *

Your Message *

Please explain the nature of the issue (e.g., potholes, mud ruts).

Add an image of the problem

Choose Files No file chosen

Send it to us



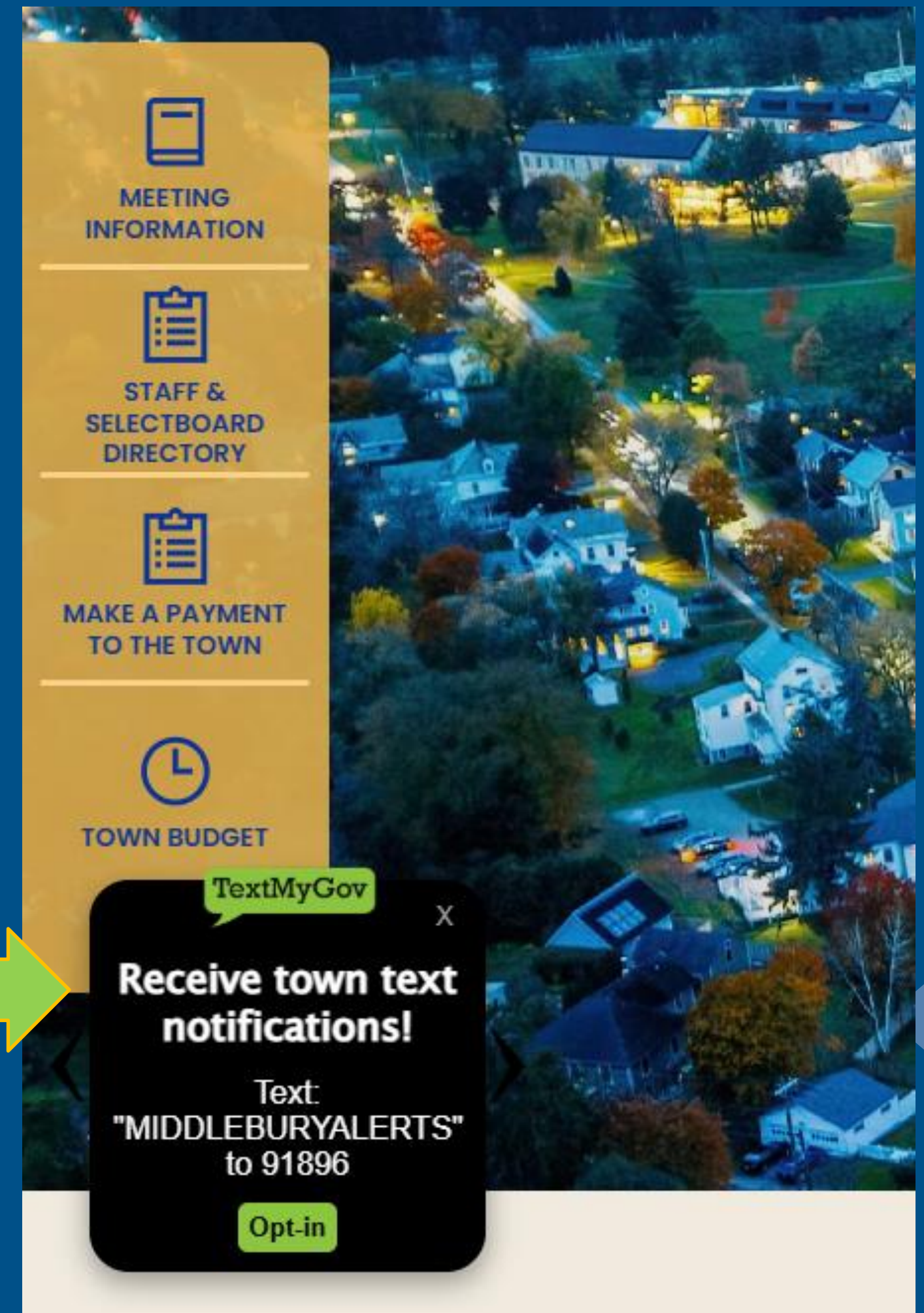
Home

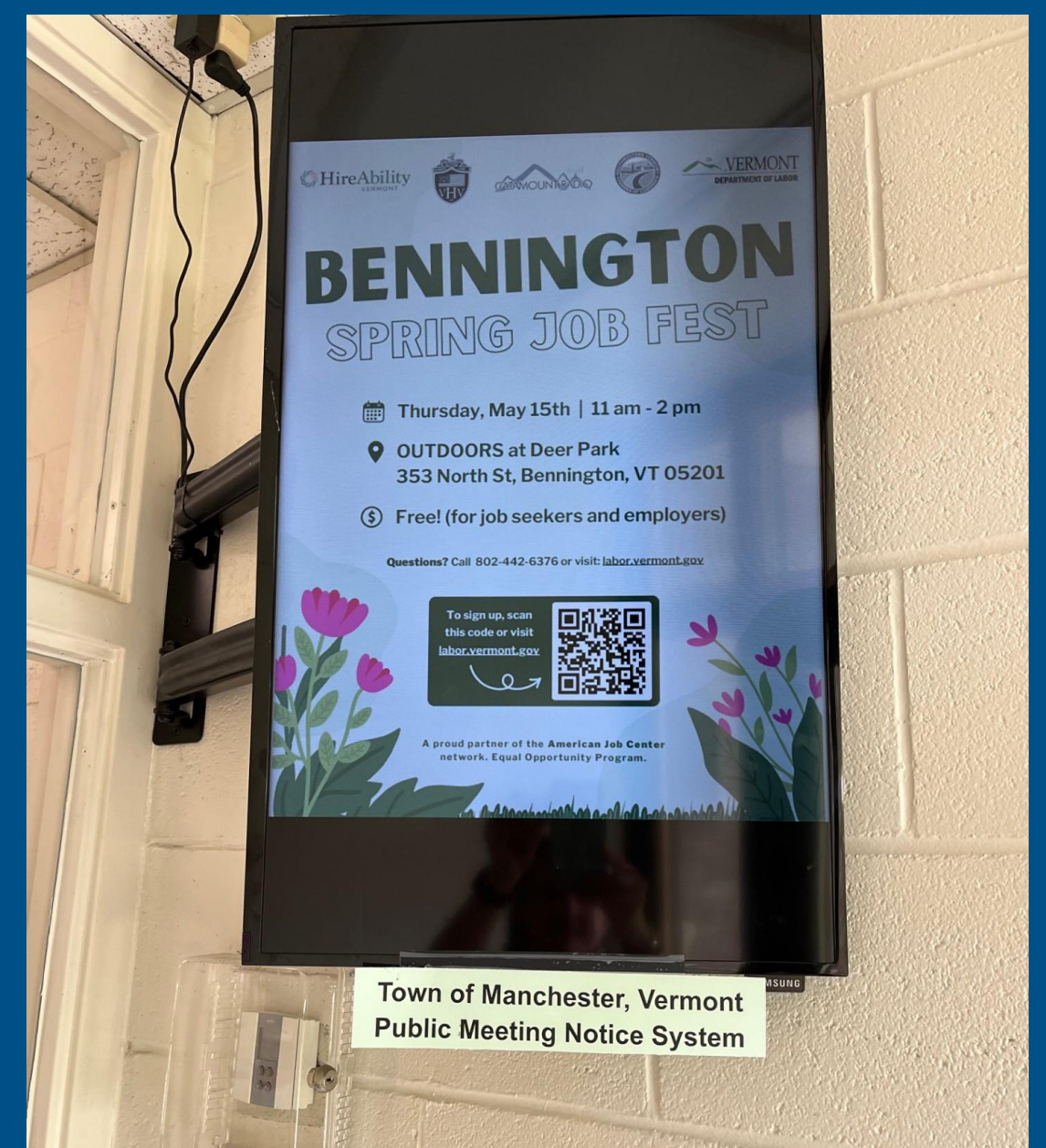
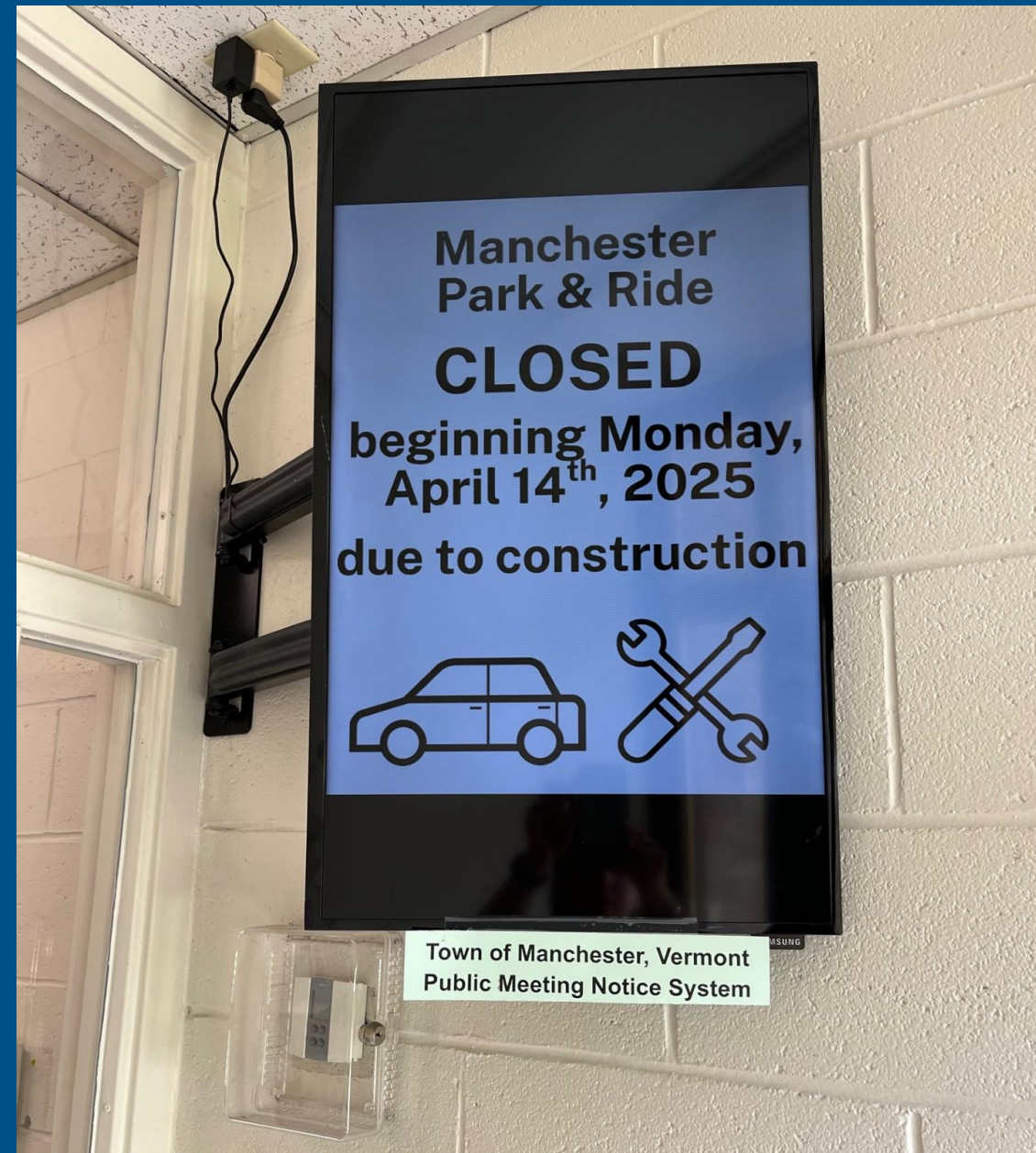
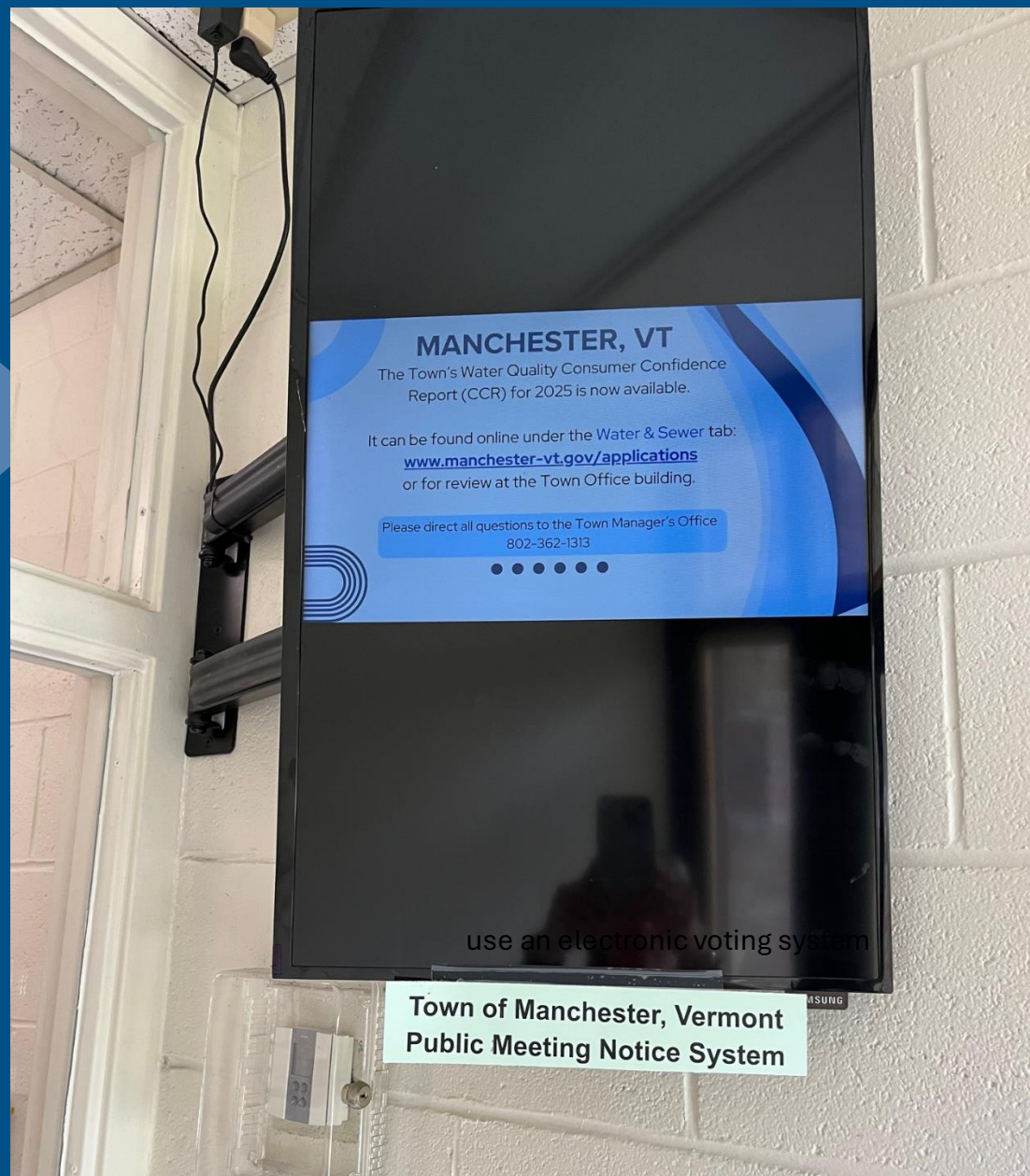
New Federal Rule Requires Municipal Website and Mobile App Accessibility (Updated)

- Verify that website and mobile app platforms are ADA compliant.
- Compliance date for public entities with populations of under 50,000 is April 24, 2027.
- Resources: VLCT, <https://www.vlct.org/resource/new-federal-rule-requires-municipal-website-and-mobile-app-accessibility-updated> and ADA.gov, <https://www.ada.gov/resources/2024-03-08-web-rule/>.

Text Alerts

- Subscription-based platforms, such as TextMyGov, use a mobile phone's regular messaging service to relay information to citizens
- Emergencies
- Water main breaks, road closures and detours
- Tax deadlines and voting locations & hours
- Community events, including parades, fairs & festivals





Electronic Public Meeting Notice System

- WiFi or ethernet connected mini media player plugs into HDMI port on TV or monitor.
- Free single player account with limited content.
- Subscription for unlimited users & unlimited content.

Digital Message Kiosks



- Upfront costs starting in the \$15,000 range
- Annual fees of \$2,000+
- Newport City's Kiosk was funded by USDA's Rural Business Development Program

Public Art



Public art plays a significant role in community building by enhancing the cultural, social, and economic aspects of a community.

- **Celebration of Identity:** Public art reflects and celebrates the unique cultural identity and heritage of a community, fostering a sense of pride and belonging among residents.
- **Community Engagement:** Public art projects often involve community participation, which strengthens social bonds and encourages collaboration among residents.
- **Shared Experiences:** Art installations create shared experiences and serve as common reference points, fostering interactions and dialogues among community members.
- **Tourism and Foot Traffic:** Public art attracts tourists and visitors, boosting local businesses and contributing to the economic vitality of the area.

Public Art

- Consider establishing a policy on permanent public art outlining:
 - Artist Selection Criteria
 - Art Selection Criteria
 - Siting Criteria
- Consider creating a public art committee to:
 - Make recommendations on permanent public art
 - Advise the Selectboard on matters relating to public art
 - Encourage and support public art



Community Facilities

Hartland Community Oven



The Hartland Community Oven is a town asset that can foster community involvement while users learn to bake in and enjoy eating food from a wood-fired oven.

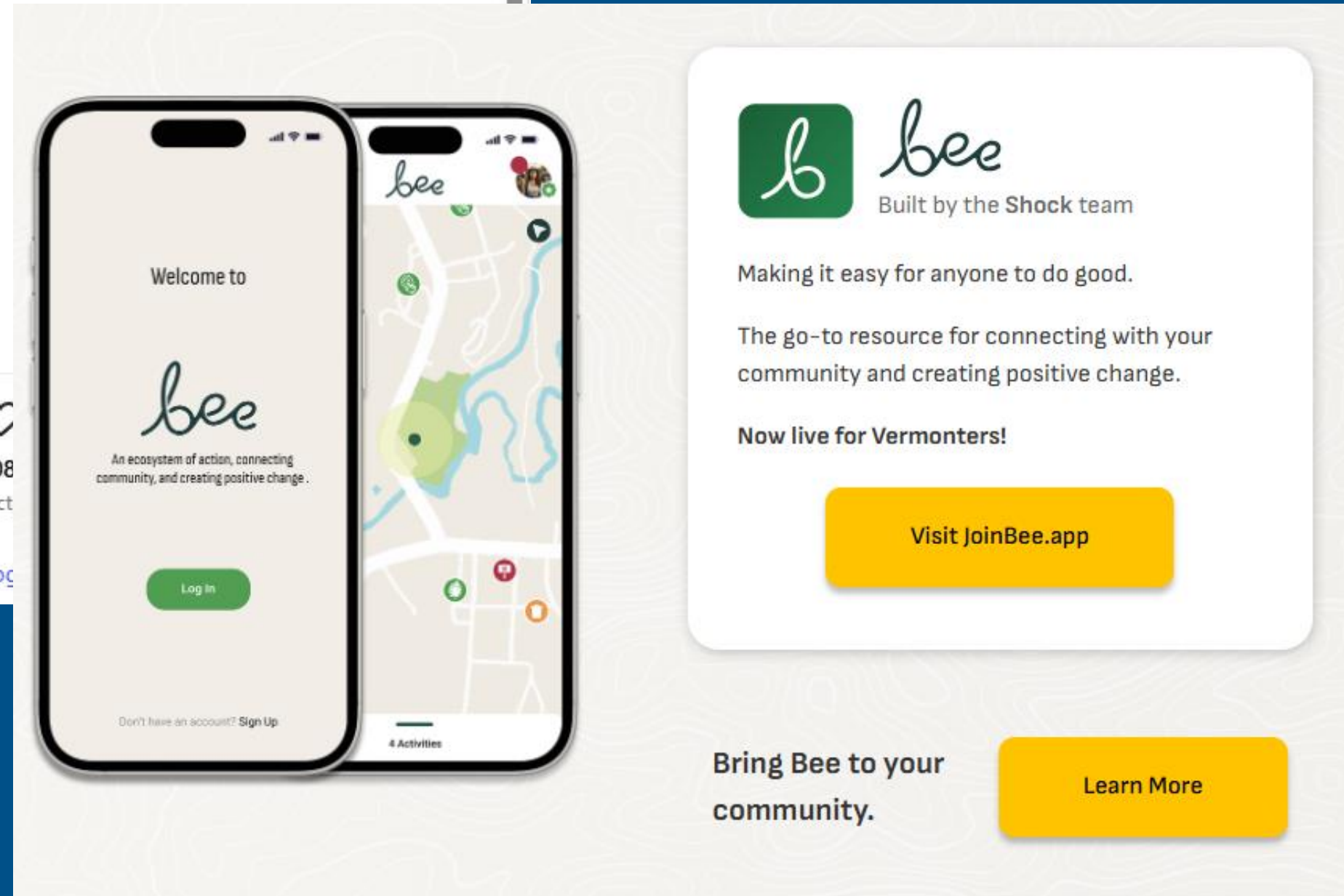
Hartland's **Community Oven** is a wood-fired, town-owned oven designed as a resource to foster community involvement and connection.

- **Community Events:** The Hartland Community Oven is regularly fired during the Hartland Farmers Market on select Fridays throughout the summer and early fall.
- **Learning and Volunteerism:** The oven is a teaching tool as well as a social hub
- **Special Events:** The oven also hosts special gatherings, such as music and pizza festivals, sometimes featuring live bands and open-mic karaoke

New Tool For Engaging Volunteers + Building Community



- The bee app is designed to make it easy to volunteer and easy for project leaders to attract volunteers.
- The app developed by a Vermont based nonprofit, is currently piloting in several communities, <https://shockthesystem.org>.



Plan for Effective Communication During a Crisis

Communication Tools



**SIGN-UP FOR TOWN TEXT
& EMAIL ALERTS!**

More information on these
services can be found [here](#).

- Website
- E-Newsletter
- Text Alerts
- Vermont Alerts
- WAZE
- Front Porch Forum
- Facebook
- Media

Engage Outside of Meetings

Conversation with a Councilor

Saturday mornings at various locations in the community, including schools and the library, and at South Burlington community events.

Request your own listening session

Schedule a session with the councilors in your neighborhood or at your next HOA meeting.

<https://www.southburlingtonvt.gov/485/Conversation-with-a-Councilor>



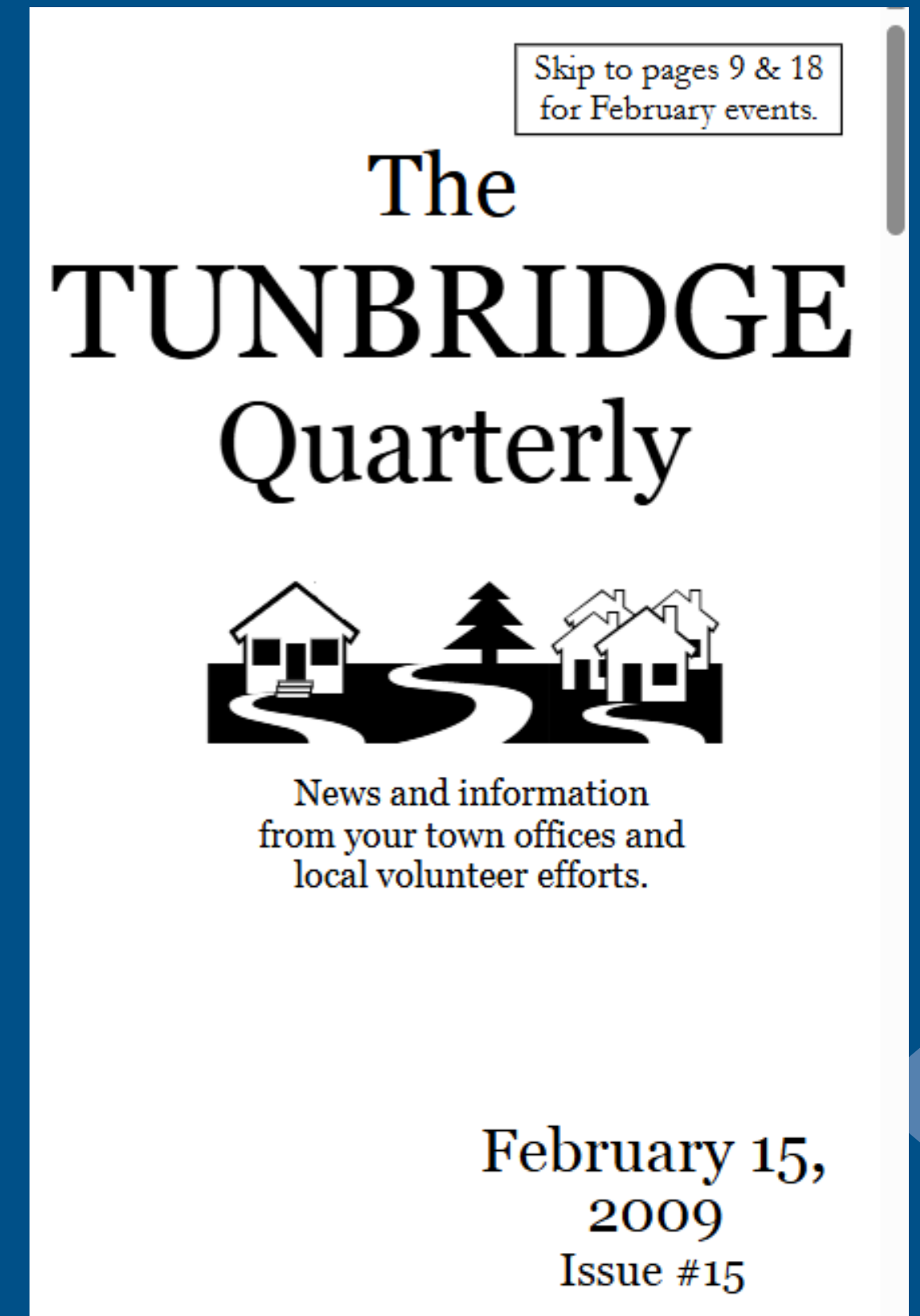
10 NOV, MON ● 4 – 5:30pm

Mayor's Hours - Council Room

Potluck & Discussion

The Tunbridge Planning Commission would like to alert everyone to some upcoming potlucks that are still in the development stages. Topics currently under discussion include:

- Understanding the **capital budgeting** process for towns,
- Maintaining thriving small businesses in town, and
- Creating affordable and elderly housing in town.



Wolcott

VERMONT • CHARTERED 1781

Gateway to the Kingdom

Envision the Future of the 64 School St Property

Posted: June 9, 2025

Shall we build a community park with river access? Greenspace? Community gardens? Dog park?

Join community members to share ideas and dream up potential future uses of the newly acquired Town-owned property located at [64 School Street](#), along the Lamoille River and uphill from the Lamoille Valley Rail Trail.

We'll meet at the property on Thursday June 12 at 5 p.m. Feel free to bring food to share. We hope to see you there!

- When: June 12, 2025, 5 to 7 PM
- Where: [64 School St, Wolcott, VT](#)

Share the Post:



Dreaming About the Future

In this example from Wolcott's website, community members met on site to share ideas and “dream up” potential uses of the newly-acquired 64 School Street Property, which was purchased with FEMA flood mitigation funds.

Welcome New Employees

- Low cost
- Low effort
- Big Impact!



Experience
MIDDLEBURY
VERMONT



EVENTS FOR THE WHOLE FAMILY

December 1st - 31st

'TIS THE SEASON FOR LOCAL CELEBRATION!

PHOTOS WITH SANTA + MRS CLAUS
ON DECEMBER 6

AT TOWN HALL THEATER

HOT COCOA HUT IN CANNON PARK

CHARACTER CUT-OUTS

ARTISAN MARKETS

LIGHTING OF THE TREE
DEC 4

FREE HORSE AND WAGON RIDES
DEC 6 10AM - 12PM

HOLIDAY CHOCOLATE BAR SALE

EVENING SHOPPING DURING
MIDD NIGHT STROLLS
(12/4 + 12/11)

ILLUMINATED FALLS
IN THE MARBLE WORKS
DEC & JAN!

NYE FIREWORKS
BY PARKS & REC

*Come experience holiday
magic in Middlebury*

EXPERIENCEMIDDLEBURY.COM

Community Events Make Memories!



THANKSTUFFING FUN RUN

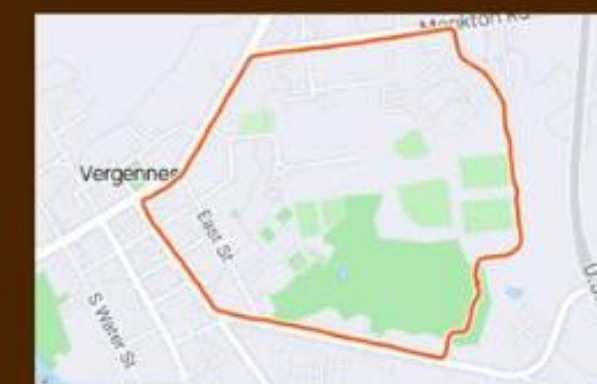
Join us for a morning walk, trot, or run and enjoy
the new Vergennes Connector Trail!

Thursday, November 28, 2024

8:30AM

Vergennes Union High School

1.67 MILE ROUTE AROUND VERGENNES OR
TWICE FOR 3.34 ROUTE.



Please bring an item for the food shelf

No registration necessary

Making Memories with Community Events!

At the 2025 Vermont Leadership Summit, in a panel discussion on “Small Towns, Big Problems: Governing Small Towns”, Wolcott Selectboard Chair Linda Martin shared that Wolcott has been very intentional about building community.

Through community building, Wolcott has:

- Increased trust
- Increased ownership in the community
- Increased support for Town initiatives

And given community members something to be proud of.

Wolcott's Annual Community BBQ, with information tables on each department. The free BBQ is paid for by sponsorships.

Wolcott



Allen Carpenter (left) and Gordon Young conducting outreach for the Town Forest at the Wolcott BBQ. Photo credit: Michelle Gudorf (August 2024)



Cooking the corn for the Town Event & BBQ. Photo credit: Deb Klein 9/8/2023

Celebrate Success




**IT'S TIME TO
CELEBRATE**
JOIN US TO SAY GOODBYE TO THE TRESTLE!
JUNE 14, 2PM
570 NORTH MAIN ST
(DOLLAR GENERAL PARKING LOT)




Celebrate Success

Official Ribbon Cutting / Grand Opening – Riverwalk Bridge

Years in the Making... It's Finally Here!

The **Manchester Riverwalk Foundation Board** proudly invites you to be part of a truly historic moment — the **Official Ribbon Cutting & Grand Opening** of the **brand-new Riverwalk Pedestrian Bridge** at Factory Point Green!

Be among the very first to cross this stunning new bridge — a project years in the making and a beautiful new chapter for Manchester's vibrant downtown!

Join us for a celebration full of:

- 🍷 Fresh cider & donuts
- 🎁 A chance to win a Vermont Raffle Basket
- 🎉 Fun, excitement, and community pride

📍 **Where:** Factory Point Green, Downtown Manchester

📅 **When:** Saturday, June 28 from 10am – 11am

Don't miss this *momentous occasion* — bring your friends, bring your family, and help us make history together!



Celebrate!



Town of Warren, Vermont



VT Jazz Ensemble at Pavilion Grand Opening



Muni Mornings – Communication Tools & Tips

Idea Exchange - Suggestions & Thoughts from Attendees:

- **Strategies for reaching out to underserved and underrepresented residents:**
 - Table at farmers markets, school events, libraries, food shelves, senior centers, fairs, mobile home parks, and faith/community gatherings.
 - Use Front Porch Forum, local radio, community newspapers, flyers at general stores.
 - Recruit community ambassadors for peer outreach.
 - Partner with community-based groups.

Muni Mornings – Communication Tools & Tips

Idea Exchange - Suggestions & Thoughts from Attendees:

➤ **Strategies for reaching out to underserved and underrepresented residents (continued):**

- Host informal input/feedback sessions outside of regular business hours and usual 7-9 pm evening meeting hours:
 - Community Drop-In Hours
 - Resident Office Hours (Open Office Hours)
 - Meet Your Town Team/Manager/Clerk
 - Mobile Town Hall or Town Pop-Up
 - Use neutral, activity-focused names for these sessions

Muni Mornings – Communication Tools & Tips

Idea Exchange - Suggestions & Thoughts from Attendees:

- **Strategies for reaching out to underserved and underrepresented residents (continued):**
 - Use plain-language infographics to summarize key info at a glance—keep layouts simple with large fonts and high contrast, use culturally familiar icons, and provide translations and accessible versions (alt text, tagged PDF/HTML) plus printable copies.
 - Respecting religious holidays, significant events and celebrations, public holidays, and other important dates can help avoid conflicts and increase participation at events and activities. Links to calendars of religious and cultural days of significance are available on VLCT's website.

Muni Mornings – Communication Tools & Tips

Idea Exchange - Suggestions & Thoughts from Attendees:

- **Tips for “Meet the Mayor” and “Conversation with a Councilor” (or Board Member) events (continued):**
 - Prepare FAQ's (Frequently Asked Questions) on current hot topics to hand out at the event or office hours.
 - Summarize input and feedback gathered at the event and share with the management team and other board members.
 - Consider partnering an elected official with a staff member for the events or office hours to: provide information on operational details; follow-up on requests for information and/or service; and record and relay input and feedback to the management team and other board members.

Muni Mornings – Communication Tools & Tips

Idea Exchange - Suggestions & Thoughts from Attendees:

- **Tips for “Meet the Mayor” and “Coffee with a Councilor” (or Board Member) events (continued):**
 - **Keep Open Meeting Law Requirements in Mind.** The requirements of the law are triggered whenever a “quorum” of the body is “meeting.” A quorum is a majority of the total members of the body. If one member of a Board hosts office hours, minutes are not required. However, it is best practice to summarize input and feedback gathered and share it with other Board members and the management team.

Muni Mornings – Communication Tools & Tips

Idea Exchange - Suggestions & Thoughts from Attendees:

- **Suggestions for counteracting negative comments on Town Facebook page:**
 - Set clear community guidelines: Post and pin a short, plain-language policy that prohibits spam, threats, discrimination, and commercial ads; and states moderation hours. Keep rules content-neutral and viewpoint-neutral.
 - Publish a “How to get help” box: Provide phone/email/webform for service requests (roads, permits, dogs, taxes), so complaints move from comments to trackable channels.

Muni Mornings – Communication Tools & Tips

Idea Exchange - Suggestions & Thoughts from Attendees:

- **Suggestions for counteracting negative comments on Town Facebook page (continued):**
 - Respond with a calm, factual tone: Acknowledge concern, share the fact or link, and offer a next step (timeframe, contact, or form).
 - Consider adopting a social media policy. VLCT has a Model Social Media Policy, <https://www.vlct.org/resource/model-social-media-policy>.
 - Some towns have chosen Instagram over Facebook, reporting fewer negative comments on the platform.

Muni Mornings – Communication Tools & Tips

Idea Exchange - Suggestions & Thoughts from Attendees:

➤ Pro Tips on Sandwich Boards

- Choose durable, low-maintenance materials.
- Prioritize fold-flat designs: frames that collapse to 2–3 inches thick with a locking hinge and carry handle to fit in most car trunks.
- Lightweight but sturdy.
- Even the best quality sandwich boards will weather -- plan for replacement, if necessary.

Wrap-up - Communication Tools & Tips



We hope we've shared a couple of ideas for you to add to your communications & community building toolkit!

Toolkits for Operating & Capital Budgeting



- Check out the Municipal Operations Support Team's new toolkits on budgeting, borrowing and capital budgeting, <https://www.vlct.org/resources/tools-tips-building-capital-operating-budgets>.
- Government Finance Specialist Marguerite Ladd, mladd@vlct.org, 802-262-1946
- Municipal Operations Specialist Kathleen Ramsay, kramsay@vlct.org, 802-262-1912

February 4, 2026!



Mark Your Calendar!

***Planning for a Smooth Transition for your Selectboard:
Onboarding & Board Development Tips***

Kathleen Ramsay, Municipal Operations Specialist

Vermont League of Cities and Towns

Thank you to our Business Alliance Program Sponsors!



Sponsored by [Acrisure](#), VLCT's exclusive broker partner in providing life and disability insurance and health insurance advisory services to participating VLCT members.



ESTABLISHED 1975



NEMRC
FUND ACCOUNTING