



Town of Bennington

Communications Coordinator Report — August 22, 2022

Building Community

Since my last report I have been active helping with a number of important events including our National Night Out Community Picnic, the Police Department New Experience Camp, Bennington Trailfest, and of course Battle Day Weekend and parade. All of these events are focused on building community and being able to help with these projects provide some of the most rewarding work that I get to do in my communications role! I will go into more detail on many of these events in this report.

Willow Park Playgrounds:

Work on the playgrounds at Willow Park are well under way. The small upper playground is largely complete and awaiting new surfacing and final touches. The lower playground installation continues with daily additions and we hope to know when we can expect a completion date in the next week or so. Once we have that date nailed down, we will plan a ribbon cutting ceremony for the re-opening of the playgrounds.

For more information about the Willow Park playgrounds renewal project and process please visit the Town website page on Willow Park located at: <https://benningtonvt.org/willow-park/>

Citizen Outreach:

I met with citizens seventeen times over the last month on a variety of issues, ideas, and concerns. There were not any public record requests to my office.

Community Outreach

Most of the community outreach last month consisted of communicating about all the events, with press releases, social media posts, and providing the community with information about all the things happening around town. This included a comprehensive listing of Battle Day Weekend events all in one place that included the Fire Department, Battle Monument, and Bennington Battlefield which proved to be very useful.

A.T. Community and Trailfest

The first Bennington Trailfest was held on July 30 and was a resounding success. Well over 200 people attended including 60+ thru-hikers. Tracy Lind, of the regional Appalachian Trail Conservancy office, said that simply to become an AT Community requires strong local and volunteer support, so that “just getting the designation is huge. And doing that during COVID was a challenge in itself [for Bennington] to overcome.” The Bennington Trailfest “is a great one,” Lind added. “You have a lot of people who are interested, talking not only to thru hikers but folks that just like going out for a day, or just going to an overlook for an hour. A lot of folks are also interested in protecting the greater landscape. This is a fantastic turnout.” We have set the stage for another event next year!

250th Anniversary Planning:

The next meeting of the Bennington 250th Anniversary Planning Steering Committee is planned for September 15. This is the leadership team that reports to the full committee that meets quarterly. A diverse and committed group of people have come together to work on this historic project and we are very grateful for their time and energy. People interested in serving on the 250th committee can contact me.

Website Update:

Coding for the new website has just been completed and the work of transferring content from the old site to the new is now underway. That is expected to take about two weeks. Once complete, I will be reviewing the entire site and updating with new content and images throughout. Once the “beta” site is ready, we will do a rigorous testing of the new navigation system to ensure that it is as user friendly as possible.

Senior Center Outreach:

As planning work continues on the redevelopment of the old BenHi building which would include a reloca-

tion of the Senior Center to that site, I have been working with Shannon Barsotti to continue to keep seniors in our community involved in the process and to hear and learn from their concerns and ideas. Most recently, we held a meeting that featured architect Jeff Goldstone who reviewed the floor plan concepts with 39 seniors in attendance. Concerns about parking remains a big issue and one that we will learn more about as planning progresses. These meetings are open to the public, but the focus is on those who regularly use the senior center. These meetings are in addition to all the regular public meetings that are being held to keep everyone up to date on progress.

New Experience Camp

It was a great pleasure for me to be able to spend a good amount of time working with the Police Department and the New Experience Camp. This camp is great for kids and does wonders for building relationships between the police and the public it serves. The Department spends a tremendous amount of time planning the camp and the result of that work is clearly seen in the positive experience that campers have during the week.

Facebook POST OF THE MONTH:

Credit for our post of the month goes to Chief Doucette, Lt. Grande, and the Bennington Police Department with the amazing work they did with this years National Night Out Community Picnic!

Hosted and organized by the Bennington Police Department, the event included the Fire Department, The Highway Department, and town office staff. Sponsorship was provided by the Heritage Family Credit Union.

A number of Bennington Select board members including Jeannie Jenkins, Jeanne Conner, and Sarah Perrin were on hand as well interacting with community members.

A tremendous effort by the police department pulled everything together; cooking hundreds of hot dogs, giving away a hundred backpacks filled with school supplies, giving rides for folks on the Humvee and UTVs, and most importantly – building relationships and good will within the community.

This years event was about double the size of last years!



Boost post

Last Tuesday was the second annual National Night Out Comm...
 August 8, 2022 at 9:04 AM
 ID: 2417842221609814

Interactions

👍 141 reactions 💬 16 comments ➦ 4 shares

Overview Performance Feed preview

Performance

Reach	Engagements	Negative interactions
Total 8,100	Reactions 141	Total 0
Organic: 8,100 (100%) Paid: 0 (0%)	Comments: 16 Shares: 4	Unique: 0
View details		

