



Town of Bennington

Communications Coordinator Report – August 28, 2023

A Busy Summer

This is when major infrastructure projects are in full swing, parks and outdoor recreational facilities are being heavily used, events are happening, and we welcome many visitors to our community. It's also the time when our local history is in the forefront with the annual Battle Day commemorations.

Public Outreach

I continue to assist the Community Policing and Review Board (CPARB) in their work, most recently around developing more outreach to inform the community about their work. A lot of my daily work involves sharing information about what the town is doing with the community. The primary vehicles for this is through our website and through our Facebook page.

250th Anniversary Planning

I typically attend at least four meetings a month related to 250th anniversary planning. This is partly because the planning has three levels... a local region level, a state level, and a regional state level. Each bears on one another and are very important! At the local level, we have a draft schedule of events for the 2025-2027 period, as well as planning for new monuments, an active education task force that is bringing local history into our classrooms, as well as developing a local "Bennington Mob" of re-enactors. At the state level I am chair of the Education and Teacher Outreach committee and we are working on getting 250th related educational themes into classrooms statewide. I also helped create a "250th Resolution" for towns to sign that is coming soon. At the regional state level, we are working with NY, VT, MA, and CT to plan for the anniversary of the Capture of Fort Ticonderoga in 2025.

Community Events

The second annual Bennington Trailfest was held on July 29. The event is to increase awareness and stewardship of the trail by locals, and to encourage hikers to visit Bennington as part of their journey and to build our reputation as an outdoor recreation destination. The event was not as well attended as last year, perhaps due to the bad weather outlooks, but it was very well received by those who did attend. Plans are already being made for improvements for next years event.

I also helped with planning with the Bennington Fire Department for their Battle Day weekend activities, as well as assisting the police department with some preparation work around National Night Out.

Organizational Outreach

I continue to work with organizations such as BCCH, Turning Point, Hale Resources, and others to provide solutions for the those suffering from homelessness. I also partner with Shannon Barsotti in Community Development so at least one of us attends the monthly Project Alliance meeting. I've also been working with the Bennington Museum on a crossover project with my 250th work, namely pursuing the idea of a monument to Sipp Ives and the Green Mountain Boys.

Projects

I am constantly working on a wide range of projects. Lately that has included helping create maps for an upcoming presentation for renewal of our Growth Center designation, working on a draft communications policy, drafting an event planning sheet, helping Shannon Barsotti with marketing ideas and planning, revisiting the design of our town welcome signs, as well as

working on an accounting of where we are on the IACP recommendations. I'm also working on some new informational pieces about how the town is using its forest land, water system improvements, and helping with outreach for new board and commission members for the CPARB and Historic Preservation Commission (HPC).

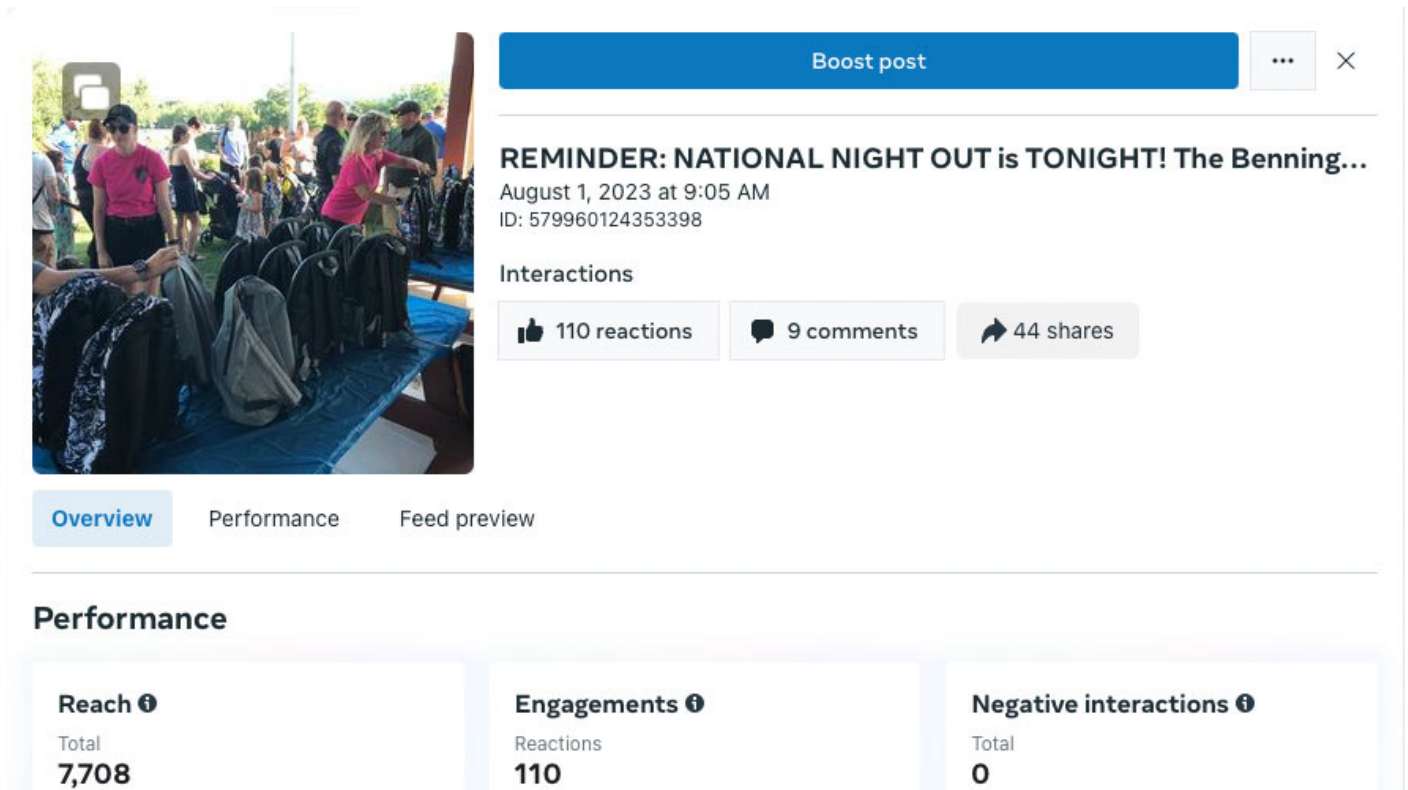
By The Numbers

This past month I interacted with twenty citizens and I had two public records requests and related followups. I've also been doing outreach to local business people and met with three this past month.

FACEBOOK POST OF THE MONTH: National Night Out

Our biggest post last month was about the National Night Out with over 7,700k reach! This is in addition to the original post about the event which also had over 7,000k reach. This years event was again a huge success with hundreds coming out to enjoy the free food, activities, and free school backpacks. The purpose of National Night Out is to build bridges, trust, and good will between the police department and the community it serves.

Kudos to the police department for organizing and running an amazing event! Shout out also to the DPW who brought their trucks and tractors much to the delight of kids and parents alike. A slip and slide courtesy of the fire department was a big hit. Thanks also to those town staff who participated as well. A truly great annual community event.



The image shows a screenshot of a Facebook post interface. On the left is a photo of an outdoor event with people and backpacks. To the right of the photo is a blue 'Boost post' button and a menu icon. Below the photo is the post text: 'REMINDER: NATIONAL NIGHT OUT is TONIGHT! The Benning...' followed by the date 'August 1, 2023 at 9:05 AM' and ID '579960124353398'. Underneath is an 'Interactions' section with three buttons: '110 reactions', '9 comments', and '44 shares'. At the bottom, there are three tabs: 'Overview' (selected), 'Performance', and 'Feed preview'. Below the tabs is a 'Performance' section with three columns: 'Reach' (Total 7,708), 'Engagements' (Total 110), and 'Negative interactions' (Total 0).

Reach ⓘ	Engagements ⓘ	Negative interactions ⓘ
Total 7,708	Reactions 110	Total 0