

**BOARD OF TRUSTEES  
VILLAGE OF WARWICK  
MAY 11, 2023, 10:00 A.M.  
WORK SESSION**

**9639**

A Work Session of the Board of Trustees of the Village of Warwick was held on Thursday, May 11, 2023, at 10:00 a.m. in Village Hall, 77 Main Street, Warwick, NY. Present was: Mayor, Michael J. Newhard, Trustees: Barry Cheney, Carly Foster (arrived at 10:45 a.m.), Mary Collura, and Tom McKnight (left at 10:50 a.m.). Also, present was Village Clerk Raina Abramson.

The Mayor called the meeting to order.  
The Village Clerk held the roll call.

**Discussion**

1. Public Outreach.

Trustee Collura led the discussion of public outreach stating that she thinks there are people in the community that feel disconnected. Some people only use the internet and people that do not use the internet. Trustee Collura explained that there is definitely a language barrier and although the Village's website translates, there are parts of the website that do not such as the recreation program registration website does not.

Discussion ensued with the Village Board regarding the obstacles, solutions, and objectives related to public outreach using the outline below.

**OBJECTIVES**

- To keep Village Residents informed
  - Accurate information, from the source
- Village Residents feel connected.
- Village residents know what to do/where to go with an issue.
- To be approachable and accessible
- The Village to share news and updates independently.

**METHODS**

- PRINT
  - Village Newsletter
  - Postcards/Pamphlets
  - Maps/Updates in Kiosk
  - Press Releases
- DIGITAL
  - Website
  - Emails

-Social Media

- IN-PERSON

- Kiosks

- Open-house

- Community outreach: Listening sessions, Q&A

#### COSTS

- PRINTING
- MAILING

#### COMMUNITY OUTREACH: PRINT CAMPAIGNS

#### VILLAGE NEWSLETTER

- Timeline
- Content
- Format
- Method

#### SPEEDING

- Signage

#### INFRASTRUCTURE INTRO AND UPKEEP

- How it works
- What we need
- Why we need it
- How residents, in home, can take care of system updates

#### WATER CONSERVATION

- How our water system works
- What you pay for
- In-home habits
- What is a drought?
- What is a water ban?

#### VILLAGE OF WARWICK NEWSLETTER

#### OBJECTIVES

To keep Village Residents informed on:

- Public Hearings
- Decisions Board is making.
- Policy Changes
- Road Closures/Parades

Educate Village Residents how things work:

- Relationship between departments
- What each department handles
- Where to go with specific issue/need
- Emergency Contact Information

#### DEMOGRAPHIC

Village residents, specifically residents who feel disconnected.

- Part time residents and commuters
- Seniors and those who are not internet savvy.
- Language barrier

#### FORMAT AND DISTRIBUTION

- Letter sized, trifold to be printed and kept in office.
- Printed in house?
- Mailed quarterly.
- Digital Versions available on website (can this be translated?)
- Collect email addresses for future mailing list
- Quarterly: To be available at the beginning of every season

#### LOOK AND FEEL

- Professional, yet not too corporate
- Organized: Using boxes, grid format (think cutting out segments and hanging on your fridge for reference)
- Black only vs. full color

#### MOST IMPORTANT THINGS TO INCLUDE:

- Any upcoming Public Hearings
- Mayor's Column

- Reports from Trustees
- Summary of Approved Budget
- Schedule of Upcoming Meetings
- Public Notices (summarized)
- Contact Sheet, Emergency Contacts
- Upcoming municipal programs i.e.: bulk garbage pickup, brush pile hours
- Summer Rec program details and sign up (too late?)
- Any road closures due to parades or construction

WOULD BE NICE TO INCLUDE

- Summer Concert Schedule
- Farmers Market times and location
- Tree City
- Monarch Butterfly
- Outside Village: Town Pool info., Village of GL Beach info., Friendly Neighbor Visitor Program, Repair Cafe, etc.
- Not-for-Profit news and events
- Volunteer opportunities

FUN THINGS TO INCLUDE

- Historical tidbits
- Introduction to Village Staff and Departments
- All Village events calendar
- Village Parks: Listings, locations, hours and park rules

ANTICIPATED COSTS:

- Printing
- Mailing

NEED ASSISTANCE WITH:

- Content
- Proofing/Editing
- Assembling
- Distribution

Trustee Foster explained how to use listening sessions to engage with different parts of the community. The Village Board discussed possible dates for the Memorial Park Open House.

**Adjournment**

A **MOTION** was made by Trustee Cheney, seconded by Trustee Foster and carried to adjourn the work session at approximately 11:45 a.m.

The vote on the foregoing **motion** was as follows: **APPROVED**

Trustee Cheney Aye      Trustee Foster Aye      Trustee Collura Aye

Trustee McKnight Absent      Mayor Newhard Aye

---

Raina M. Abramson, Village Clerk