

NANTUCKET AFFORDABLE HOUSING TRUST
COMMUNICATION STRATEGY SUBCOMMITTEE

~~ MEETING MINUTES ~~

Thursday, March 27th, 2025.

Remote Meeting via Zoom– 1:30pm

Subcommittee Members: Shantaw Bloise-Murphy, Abby De Molina

ATTENDING MEMBERS: Shantaw Bloise-Murphy, Abby De Molina

STAFF IN ATTENDANCE: Ellis Ramos (Office Manager)

SPEAKERS IN ATTENDANCE:

I. Call to Order

Shantaw Bloise-Murphy called the meeting to order at 1:34pm.

II. Approval of Agenda – ACTION

Abby De Molina made a **MOTION** to approve the agenda. Shantaw Bloise-Murphy seconded the motion.

Roll call of those participating

1. Abby De Molina – Aye
2. Shantaw Bloise-Murphy – Aye

III. Public Comment *for items not listed on the agenda.*

Shantaw Bloise-Murphy acknowledged Mary Mack as the only member of the public in the meeting.

Mary Mack stated that she is in the meeting just to watch and has no questions.

IV. Annual Town Meeting Communications Strategy Discussion – Ellis Ramos, Abby De Molina and Shantaw Bloise-Murphy – DISCUSSION/ACTION

Shantaw opened by reiterating the purpose of the subcommittee, which is to enhance the communication strategy for affordable housing initiatives to ensure that the community is well-informed and engaged. She noted that there has been some confusion among the public regarding the role of the Affordable Housing Trust, which underscores the need for a well-structured communication plan.

Shantaw Bloise Murphy recalled that last year, several videos featuring individuals who had benefited

from Affordable Housing Trust programs were recorded but did not make it to public release. She said that the subcommittee had previously discussed revisiting these videos, reviewing the script for approval by the Trust, and determining how they could be utilized effectively.

Abby De Molina provided context on why the videos were not released, explaining that some of the video content deviated from the approved script and the overall quality was not so great. She suggested that before refilming, they should review the script carefully and present it to the Trust for approval. If refilming is necessary, they should consider recording all videos in a consistent location, such as the conference room on East Chestnut, to improve the professionalism of the final product. She also recommended consulting with Florencia Rullo for guidance on the best filming locations and production approaches.

Abby De Molina also highlighted that there has been some confusion among the public regarding the difference between Housing Nantucket and the Affordable Housing Trust. She said that it is important to make it clear in the videos that they are talking about the Affordable Housing Trust and not Housing Nantucket.

Ellis Ramos added that last year's filming process was a little rushed and as a result, participants did not have enough time to rehearse their lines, leading to inconsistencies. She proposed that scripts be distributed at least a week in advance so participants could practice their delivery.

Shantaw Bloise-Murphy brought up the possibility of creating additional educational materials, including newsletters and social media content, to ensure consistent messaging.

Abby De Molina stressed the need for both digital and in-person engagement, proposing outreach events on a regular basis not just around the Annual Town Meeting.

The subcommittee also explored ways to improve accessibility in communication.

Shantaw Bloise-Murphy emphasized the importance of translating materials into multiple languages and ensuring that messaging was inclusive for all community members.

Abby De Molina suggested reaching out to local organizations that could assist with translation efforts. She also suggested making sure that videos and other digital content included captions and accessibility features.

The group outlined the next steps, which included reviewing the existing video script, making necessary edits, and determining whether any segments needed to be refilmed, creating an outreach budget for the Trust to approve and check with Florencia Rullo about the possibility of having NCTV

AHTF Communication Strategy Subcommittee Meeting on March 27, 2025, at 1:30PM

do the recordings. They also planned to draft an initial communication strategy document and schedule a follow-up meeting to assess progress.

V. Adjournment

Abby De Molina made a MOTION to adjourn the meeting. Shantaw Bloise-Murphy seconded the motion.

Roll call of those participating

3. Abby De Molina – Aye
4. Shantaw Bloise-Murphy – Aye

The meeting adjourned at 2:05pm