

From: "Ed Comeau" <edcomeau@gmail.com>
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Subject: Nicotine Free Generation
To: <btowncommunications@googlegroups.com>

Folks, a few things that happened last night at the Board of Health meeting that Chris and I think can serve as a model for other meetings that are covering potentially contentious issues and helping to control the narrative and get accurate information out there.

To make sure we don't violate open meeting laws, if you have any comments, please send them directly to me (REPLY) and not to the group (DON'T use reply all). Thanks! Ed

- Last night, the Board of Health voted to become the 11th community in the state to adopt nicotine-free generation regulations. Anyone born on or after 1/1/25 will not be able to purchase nicotine products
- In anticipation of a large turnout, we worked with the Board of Health to help ensure it was a smooth meeting so they didn't run into the problems that happened with the electricity choice issue or Jabish Brook building committee.
- We had planned on holding it in the auditorium to accommodate a potentially large group, but when they sent out the official notice they said it was in the Select Board room, so that's where it was held.
- It was standing room only, about 40 people in attendance in the room with another 30 online.
- I helped to manage the GoToMeeting component, which worked out well, it took that burden off of the committee members so they could focus on the issue and discussion.
- The public comment was prioritized by 1) in-person Belchertown residents, then 2) online Belchertown residents, then 3) non-residents in-person then 4) non-residents online. Each speaker was given 3 minutes.
- Each speaker was required to identify themselves and come up to the front of the room, much like town meeting. This really helped to control the comments.
- Immediately following the meeting we wrote a press release that went out this morning to the local and Boston media.
- The press release was [posted on the town's website](#) and a post was done on the town's Facebook page linking to it.

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