

THE MATTABASSETT DISTRICT

Memorandum

Date: August 28, 2026

Subject: Public Relations Committee Meeting
Thursday, August 27, 2026

To: Joseph Samolis – Chair, Phil
Pessina, Joe Corlis, John Dunham
& Daniel Salerno

From: Arthur G. Simonian, Executive Director

AGS

**Public Relations Committee
Thursday, August 27, 2026
Meeting Minutes**

The Public Relations Committee met Thursday, August 27, 2026, at The District Offices at 245 Main Street, Cromwell, Connecticut.

Public Relations Committee Chair, Joe Samolis called the Committee meeting to order at 5:02 PM. In addition to the Chair, present were Committee Members – Phil Pessina, Daniel Salerno, Joe Corlis, and John Dunham. There was a quorum. Also present was Executive Director – Arthur G. Simonian, Board members Bonnie Anderson, Liam Mitchell and Don Naples.

The following is a summary of the August 27th Public Relations Meeting:

- 1) **District Branding and Logo** – The Committee discussed the rebranding proposal and agreed the District's existing branding is sufficient and that resources are better spent on education and communication rather than redesigning logos or imagery.

MOTION: Mr. Pessina made a motion to pause any rebranding initiatives and continue operating under the current social-media-focused contract. Dan Salerno 2nd the motion and the motion was unanimously passed.

- 2) **Social Media** - The Committee discussed the District's website and public information. Members noted that odor control updates, project listings, and newsletter content need refreshing. They agreed to revise the odor-control project page to better represent long-term investments and provide clearer historical cost context. The newsletter, last updated in May 2024, will also be refreshed using recent social media content. Art will look into finding the number of hits on the links in the website.

Regarding odor complaints, staff reported that investigations show only minimal issues and significant improvements over past years. The committee discussed how to present this information clearly to the

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public and emphasized that the website should serve as a primary information source.

- 3) **Cromwell Mayor Requests** - the Committee addressed requests from the Cromwell Mayor, who asked for follow-ups on all odor complaints, more social media responses, and possibly another public presentation. Committee members agreed that while publicly accessible information should always be shared, the District is not obligated to conduct frequent presentations or generate new reports on demand. They supported providing updates during the annual budget cycle and encouraging the town to use existing public information channels.

- 1) **Related Business and Staff Updates** – Next Board Meeting with Officer Elections is scheduled for Monday September 21, 2026.

Adjournment: Mr. Pessina moved, and the committee approved unanimously to adjourn at 5:34 PM