TOWN OF NEW LEBANON
RESOLUTION #XX, 2026
ESTABLISHING A MISSION AND VISION STATEMENT FOR THE OUTREACH, MARKETING & COMMUNICATIONS COMMITTEE
NOVEMBER 10, 2026

At the regular monthly meeting of the New Lebanon Town Board, held in person at 14755 State Route 22, New Lebanon, NY, duly called and held on the 10th day of November 2026, the following Resolution was proposed and seconded:

Resolution by _____
Seconded by _____

ESTABLISHING A MISSION AND VISION STATEMENT FOR THE OM&C COMMITTEE

WHEREAS, in July of 2020 a communications subcommittee was formed under the Business and Economic Development Committee and in August of 2020 the communications subcommittee was named the Outreach & Marketing subcommittee; and

WHEREAS, in January of 2024 the Town formed a separate Outreach & Marketing Committee, moving it from being a subcommittee of the Business and Economic Development Committee to a standalone committee; and

WHEREAS, in January of 2026 the Town added a Communications component and changed the name to the Outreach, Marketing and Communications Committee; and

WHEREAS, in September of 2024 the Outreach, Marketing and Communications Committee requested that the Town Board adopt the below mission and vision statement.

IT IS HEREBY RESOLVED that the Town Board of the Town of New Lebanon hereby establishes the following Mission and Vision Statement for the Outreach, Marketing & Communications Committee:

Vision
We imagine a New Lebanon where neighbors can talk across differences, and local businesses feel supported. By highlighting what's special about New Lebanon and making it easier for people to connect, we aim for a town that feels welcoming and united, even when we disagree.

Mission
The New Lebanon Outreach, Communication, and Marketing Committee supports two related but separate efforts:

- **MARKETING & PROMOTION OF NEW LEBANON:** We work with local businesses and organizations to highlight their services and events, so residents and visitors can discover and support them.
    - As part of our efforts, we work on town "branding" – i.e. what are we known for? Our History, Our Rural Character (Shakers, Mohicans, first library, Tilden, farming, etc.)

- We produce printed materials promoting the town, i.e. business directory, town brochure, food brochure

- **COMMUNICATION & OUTREACH TO NEW LEBANON RESIDENTS:** We bring people together for open, respectful conversations and share clear information about what's happening in town. Our goal is to make it easier for residents to ask questions, offer ideas, and feel part of local decisions.

    - We hold forums to allow conversations to take place

    - We make recommendations for other ways to reach residents

We're neighbors, not experts. Our role is to listen to people's concerns and connect them with the people who can answer them.

Upon the question of the foregoing Resolution, the following Town Board Members voted "Aye" or "Nay" for said Resolution:

Roll Call Vote:

Councilmember Steve Powers	_____
Councilmember Joanne Amlaw	_____
Supervisor Tistrya Houghtling	_____
Councilmember Susan Tipograph	_____
Councilmember Chris Patterson	_____

The Resolution, having been approved by a majority vote of the Town Board, was declared duly adopted by the Supervisor of the Town of New Lebanon.

Dated: November 10, 2026

Marcie Robertson
Town Clerk
Town of New Lebanon