

## Donna Conkling

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**From:** Mayor  
**Sent:** Wednesday, May 29, 2019 10:00 AM  
**To:** Bal1998  
**Cc:** Donna Conkling; Steve Pappalardo  
**Subject:** Re: From Resident Susan Levine...to Mayor Samwick..

Susan,

Thank you for your email and your kind words.

Communication is a major focus of the Village Board. As you correctly point out, there are limitations of each individual mode of communication and we regularly seek additional forms of communication to reach more people. You have been focused on this issue for quite some time and we appreciate your suggestions to improve communication.

The Advisory Council on Communications (ACC) has done great work on communication and I will forward your email to the Chair of the ACC. Here is the link to a presentation the ACC made to the Village Board. Note that there was a survey included in the extensive work performed by the ACC.

Thank you again for your contributions to our community.

Best regards,

Marc

Sent from my iPhone

On May 28, 2019, at 4:14 PM, Bal1998 <[bal1998@aol.com](mailto:bal1998@aol.com)> wrote:

Hello Mayor Samwick...

I have always admired your manner and the way you present yourself during Trustee meetings..and I am glad that you are now the Mayor...

I hope your informal meeting at the Girl Scout House last week for residents was successful...the one with you and Steve Pappalardo...I thought it was a great idea...but could not attend...

In a Village of 5000 families..you would hope for a good response... a good attendance...  
Over 15,000 people live in Scarsdale...

so I would guess that having 50 people come by to chat with you would have been a good response...

I wonder if you had that many...

If you did Not have that kind of response...here is my view as to why...

The Scarsdale Inquirer goes to / is read by only 1/3 of Scarsdale residents. So 2/3 of our residents do Not read the paper..and do not know about the notices and other Village matters of interest that appear in the paper every week...  
throughout the year...

The Trustee Meetings where matters of importance to the Village are discussed every two weeks are Broadcast on Cable TV....but hardly anyone watches those meetings..either current ones..or past ones...on Channels 75 and 43.. for Optimum and Fios...

I would estimate a regular viewing audience of less than 200 people..mostly members of the Forum and Village volunteers....Just my guess...  
None of my neighbors watch...

Why not take a Survey of that..??...and ask at a Trustee Meeting for people to email you at [clerk@scarsdale.com](mailto:clerk@scarsdale.com) to tell you if they Watch the Trustee Meetings on Cable TV....??...

You would get a sense of how many people out of a population of 5000 families

are paying attention to what is going on at these important meetings... via Cable TV...

You might see that most people in the Village still remain uninformed and uninvolved...

Also..in order to receive the "Scarsdale Official" Notices via email... people have to know that that email system is Available...and you need to have their email addresses on file..

How would they know about that option ?...By reading the newspaper or by watching the Trustee Meetings...where last year Jane Veron told about new communication methods that were available...

Otherwise...they would Not know about getting regular information via email from the Village...

You need to find out if you initiatives are working..if people are becoming more aware...if more than a core group of Village activists are paying attention and know what is going on...

Even the Library Renovation project was supported by only 400 families... out of 5000 who live here....

Asking people if they are paying attention is something that should be done..  
I hope you understand why...