

# July 26, 2013 Communications SubCommittee Minutes

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## COMMUNICATIONS SUBCOMMITTEE

7/26/13

**Attending:** Darla, Donna, Kathy, Debbie

Reminders from Town Hall: Debbie spoke to Marnie about Jess Whited taking over RFTH and also maintaining website because Debbie is assuming more duties under the new system. Jess is interested in doing this as a paid proposition. The Communications Committee will tell Marnie what we need, e.g., we need a user account set up for IContact. As of this point, we haven't seen a template for RFTH from Jess. For IContact, we need the town account set up first, then Jess will be given access (if this is where we go). We do not have a contract with Jess at this point; he did send a bill, which was paid. Going forward, we need a contract and budget for Jess. Donna will check today on the IContact account. Debbie will ask Jess for the RFTH template, which we can view via email. Use new RFTH template for 8/8 RFTH?

Communications policy for the town: Darla recommended that we draft a policy for the approval of the BOS and Town Manager.

Monitor swivel: Earle can't install this. Swivels sell at Best Buy for around \$250. Debbie had Wendell Woodcock install hers at home; Ricky P. installed one for the fire department. We may also need additional wiring to accommodate the swivel. Donna will ask today if Wendell can install. Darla also noted that we could look into getting a wireless box instead of a swing arm. Darla will email Marnie about installing a swing arm and possibly using funds for a wireless box.

Road signs: When does the money carried over expire? Auditors prefer that money carried over be used within 90 days. Phase 1 of the EDSC plan was approved; this includes road signs – should we wait to see what signage should be? We should do our signage cooperatively with EDSC. Could we use the sign funds for something else? Yes, if not specifically earmarked. Darla is now on the EDSC; Katie is also on EDSC. We should table our discussion on signs until we can talk to the EDSC, which will most likely be later in the year.

Adding pictures to the website: Darla noted that originally we had wanted a photo contest to gather photos, but Rob vetoed. Darla will now take this on. The photo notice needs to be tweaked – Donna will resend to Darla. Photos should be due 9/16 so that winners can be announced at Fun Day 9/21. The grand prize winner will be prominently featured on the town website. We can set up a photo gallery/slideshow featuring those photos best depicting town life.

Businesses & EDSC group: Could we feature some of the unique businesses in town? The business group has gathered and EDSC is meeting, but there hasn't been any real aggressive/assertive leadership for getting more information out to the public. The job fair was a good start, but the regular meetings are mainly social. Do we want to provide opportunities to showcase town businesses?

Facebook: Our social media site(s) need to be continually updated and monitored, and analytics should be gathered often. Jess can monitor and get a quarterly analytics report – this responsibility could be part of his tasks. We definitely should have a quarterly review of effectiveness. Facebook/RFTH/website all work together. Tools are now available that can allow posting to other sites – we need this. There is also a town Twitter account.

Letterhead: We need a proposed letterhead design. Katie-Ashley-Jess: someone can create samples. We also need standards for use of the logo. It is recommended that logos be revisited every 10 years for businesses, but this isn't really as necessary for towns. Our logo has already been designed – we need to concentrate on policy. The letterhead once designed should be sent to Marnie and BOS.

Kathy should send minutes one week before next meeting to Jess first, along with an agenda for the next meeting.

Next meeting: 8/16/13, 7:30 am. Ask Jess to attend specific to email template and website. We also need to elect a chair.

APPROVED 8-16-2013