

Thursday, July 13, 2023 at 6:30pm — Town Office, Brentwood NH 03833

**Committee Members in Attendance:** Chair: Stefanie Lewendon; Vice Chair: Steve Dawson; Members: Josh Bertoulin, Letty Bedard (arrived at 6:40pm), Becky Dunham

**Committee Members not in Attendance:** none

**Advisory Members in Attendance:** Janice Wiers, Andy Gray, Karen Clement

**Guests:** Jack Mitchell, Liz Faria

***The meeting was called to order at 6:35pm***

**Administrative**

- Review of meeting minutes from May 11, 2023
  - ***Motion to approve by Stefanie, seconded by Steve, motion approved the 3-0-1 (in favor-oppose-abstain)***
- Emails: Facebook notices and 2 volunteers for photography
- Facebook Stats: (not reviewed)

**Website**

- Items submitted to MunicipalOne: survey, color, seal with logotype
- Photography submissions from community
- Letty/Becky/Stef met to outline collecting info from town committees
- To create a government infographic based on Weston, MA website (<https://www.weston.org>)
- Proposed sitemap review
- Proposed Top Header: Government / Services / Community & Recreation / Town Projects / How Do I? / Search
- Library/Rec/Police/Fire - sites within the Town's website - would "feel" like all one website
- School info will link directly to specific schools/boards
- Historical Society would be part of Community & Recreation > Historical Assets and link direct to BHS website
- Citizens Guide section based on the past year of discussion
- Landing pages is where the content would be built/added with links as needed
- Town Projects section to highlight details and provide updates
- May need to prioritize pages for launch but MunicipalOne can build a skeleton
- Will need advisement from MunicipalOne for some pieces
- Stef to release sitemap to MunicipalOne / Josh/Stef to check-in with MunicipalOne
- Josh: we need to agree generally on this organization of sitemap - so templates can be built
- Create a landing page for each set of info so it only appears once on website
- Current website info needs to be transferred - some rewriting needed to pass organized info
- Steve: Will there be an easy way to get latest info? Links, news updates
- Calendar will be filterable, views timeframe; would possibly like ability to follow calendar
- Alert section / ticker for big notices, emergency alerts, cancellations
- Timeframe - pushing launch past end of Sept - August meeting might have a shell to review
- Prioritize what to launch: Committees, and trash (haha)
- How about a phased approach? MunicipalOne sets up and town/committee will add/adjust as needed
- Set a deadline for committees to submit content beyond existing (confirmed) content
- Launch Date - Karen will notify current vendor
- Josh: Is there internal access needed for docs/files? Karen: No. everything is on the website
- Andy: Creating content and templates for Rec portion. Phase 1 or 2? Rec to start content in September
- Police/Fire is very organized and MunicipalOne should be able to transfer info easily

- Library domain and emails can stay the same - site branding is what will change (same for police/fire)
- Take the extra time to launch the best website we can
- Current site(s) will remain active while the new website is being built and tested
- Will need some form of announcement with website launch
- "Top 9 menu" on mobile is too many - depending on template / maybe less than 9
- Concern for educating residents who need assistance using the website
- Excited to view templates
- Concentrate for content building: Committees, Depts&Staff
- Can we scan/upload the binder as a PDF? searchable?
- Directory of employees
- There will be a search area in the top bar for any text item
- How Do I? section can adapt as we see how people are using the website
- Town Projects is meant to give more in-depth info - need MunicipalOne to recommend template
- One agenda/minutes location with access for each entity
- Public Comment: Liz Faria - Minutes all on the same page would not be helpful. Letty: minutes will be filterable to see specific committee minutes. Liz: some minutes are not submitted in a timely manner. How do you get minutes uploaded within a certain timeframe? Karen: reviewed legal requirements for posting. Group: hoping to get more meetings recorded. Stef: Glenmont NY records all of the meetings and doesn't require written minutes anymore.

***Motion to move forward with sitemap by Letty, seconded by Steve, motion approved the 5-0-0***

#### **Additional Items: Audio Visual**

- Josh reached out to a number of vendors - costs ranged wildly, highest at \$105k
- Option to self-install (Josh would help) Microsoft Teams centric system
- Ability to book room via team/outlook calendar, reserve, set up a conference auto, name of conference would be on the screen
- 3 tv/monitors for meeting room
- System would allow for video conf, join remotely on video, recording, integrate with streaming
- Reuse existing speaker & PA system (amplifier)
- Cost: about \$12k = system \$8k, addtl tvs \$3500, video stand \$500; misc cables & equipment
- Equipment would be portable; to new building or shift to a diff location
- Systems from roo- to-room could connect (both conf rooms in town office)
- System is called V-link MBC 9-16 (confirm name)
- Comes with 2 cameras, microphone system can pair with existing microphones
- Integrates with Office 365
- Replace the current encoder
- Timeline: order takes 3-4 weeks once paid; volunteer day to install
- New encoder allows for a "button" to start the meeting
- Would need to reuse existing encoder and additional equipment for second meeting space
- Other custom options are upward of \$20k for bare bones
- Could we bring equipment over to Rec (for budget hearing specifically)? Could bring some equip
- Could we buy additional screens? Rec has a screen
- Can buy new microphones separately - mikes are the most expensive, video least expensive
- Next step: solidify equipment list, we review, bring it to the Selectboard
- Letty: We should go to the Selectboards next meeting with preliminary info; approve up to certain amount
- Josh to write up and present

***Motion to present AV capabilities by Stef, seconded by Letty, motion approved the 5-0-0***

## Public Comments

- Jack Mitchell: Very exciting at what the group has accomplished and moved along remarkably quickly. You mentioned Weston, is that an active website?
- Stef: Weston, MA is a town website, found it because it was given a state award
- Steve: To be clear it is a design example, not the same vendor
- Stef: It's a simple website, very well done, very precise, straight-forward, transparent, good info. Sitemap is based on that website but tailored to our town
- Jack Mitchell: Sounds like you can scrape info from our website and transfer.
- Stef: Yes. Email will go out to committees for request content
- Janice: question about AV equipment
- Liz Faria: No ads? (No) How dynamic will it be? (Will work in real-time) Will the calendar be updated? (Yes) Concern about how informed when committee meetings are canceled. (There will be a notification system for text/email - possibility of best practices for committees later) Will the school also have cooperative school (links to all 3 schools, our website won't have any details)
- Liz Faria: request to review application in-person

## Committee Candidates Review

- Steve: Would help to understand the context and how to make decisions publicly
- 7 openings with 5 existing members reapplying therefore 2 openings (changed from 1 opening)
- Our job is to recommend 7 positions to the Selectboard for appointment
- Recommendations discussed in non-public session
- Review of Liz Faria's application

**8:10pm - Motion to go into non-public session for reputation by Letty, seconded by Josh.  
All in favor: Stef (aye), Becky (aye), Letty (aye), Josh (aye), Steve (aye). Motion approved.**

**8:25pm - Motion to come out of non-public session and seal the minutes made by Stef, seconded by Letty.  
All in favor: Stef, Becky, Letty, Josh, Steve. Motion approved.**

## Set Next Meeting

- Establish the next 3 meetings: August 10, September 14, October 12 (second Thursday of the month)
- May need to schedule additional meetings with website redevelopment
- Meeting time & location: 6:30pm at the Town Office (unless otherwise posted)

**Motion to adjourn by Stef, seconded by Steve, motion approved the 5-0-0 (in favor-oppose-abstain)  
Meeting adjourned at 8:30pm**

*Respectively Submitted,  
Stefanie Lewendon—Chairperson, Communications Subcommittee*

Meeting Minutes approved August 17, 2023  
Ammended Meeting Minutes approved August 28, 2023