

Thursday, May 11, 2023 at 6:30pm — Town Offices, Brentwood NH 03833

Committee Members in Attendance:

Stefanie Lewendon, Steve Dawson, Letty Bedard, Becky Dunham, Denette Schlager

Committee Members not in Attendance:

Josh Bertoulin, Bridget Zacher

Advisory Members in Attendance: Janice Wiers

Guests: Jim Hajjar, Liz Faria

The meeting was called to order at 6:32pm

Administrative

- Review of meeting minutes from April 13, 2023
Stef motioned to approve, Steve seconded, motion approved the 3-0-2 (in favor-oppose-abstain)
- Emails: none
- 4/30 Facebook Stats: 3.2K Post Reach, +46%; 753 Post Engagements, -69%; 11 New Page Likes, +83%

Committee Renewal

- Stef reviewed committee moving forward after June
- Decision was made to make all positions 2-year terms, with this year's commitment a combo of 1- and 2-year terms so it creates a staggered commitment; as close to a 50/50 split as possible
- Denette Schlager will be leaving the committee, however all other board members are planning to stay
- One position will be open. Liz Faria expressed interest in joining the committee for next term (but not as Secretary). Jim Hajjar also expressed interest as a possible alternate member
- Committee will write up the position to be posted for applicants to apply
- Statement of Interests to be submitted after Selectboard meeting
- Selectboard to give set time for posting of open position
- Skills looking for include: AV, Website development
- Areas of focus, work in progress; upcoming potential work/tasks
 - AV to be top priority
 - Communication Policy/Agreement as work in-progress; need for guidelines as website/social media evolves
 - New Resident packet content as possibility - confirm with Becky
 - Voter Companion
 - Series of materials for "How Brentwood Works"

Website Update

- Municipal One proposal is approved
- Karen to sign final contract on Friday, 5/12
- Josh is the first and Stef being the second for contact - work with Karen
- New website completion expected August/September of this year
- Stef recommended that we create subgroups as things will move quickly and won't be able to wait to the next meeting
 - Photography - town and people
 - Content building

Audio Visual

- AV is next top priority
- Still looking to see if any grants may still be available
- Josh recommended that that Karen look into Fidium as alternative to Comcast for improved internet speed

Voters Companion

- Bridget, Stef, and Leddy met with the Select Board about creating a voters pamphlet. The budget committee requested that it include; how did each committee vote and why? Steve feels that the boards would be uncomfortable about that. Becky referenced a document that she had seen in Exeter that does not have biased opinions. Leddy suggested including voting records, and links in documents that will direct you to the website to view on your own. Janice added the library requires that all votes/decisions are fully supported per the RSA - we would need to look into that potential requirement
- Aiming to have this complete to use in 2024 town meeting
- Content - brain dumping document has been started. Stef asked Steve if he or someone else could write about the town meeting for pamphlets, the website, etc. How does it work? Becky has a copy of a book that has a nice write up that she will share with Steve. Janice suggested to check with Daphne on what she presented at the library.
- Stef/Leddy/Bridget to work on outline and researching content.

Additional Items

- Stef and Becky are continuing to work on a communication policy. Asking Steve to review. Library, town and police department all have separate social media policies. Looking to create one overarching policy for the town. Directed to employees, boards, commissions. Something to set expectations.
- Resident packet - some content could also have relevance to the website.
- Photography - images of employees and of the town
- Content - may need a sub-group, but Leddy says that the missing info may reveal itself. The website contractor will manage and recommend. Stef is recommending a sub-group as building and moving info will happen quickly. Stef to put a timeline together with a task list. Need 3 people or less.
- Stef worked on trying to update the logo and social media versions of the logo. Rec has the strongest logo that Stef used to create a new version - all town departments have the town seal except the rec department. Janice is interested in adding the Library to the group. Karen had previously requested branding for the town.
- Janice to put together a wish list of how the library website can function - she would maybe like it embedded with the town. Leddy suggested that the home page looks the same between the town and library and can move back and forth easily.

Set Next Meeting

- Establish the next 3 meetings: June 8, July 13 August 10 (second Thursday of the month)
- Location: Town Office @6:30pm

Public Comments

- Liz - do you have an extra copy of the minutes - posted in the calendar on the website
- How many people are on committee - 7 plus advisory which includes: Karen, Russ, Andy and Janice when they can attend.
- Liz - How much for the new website? Not sure. Josh negotiated a great deal for a 5-year commitment. Karen/Selectboard handles the contract. Cost was discussed at the 4/23 select board meeting.
- Liz - The League of Women Voters communicates in a non-partisan way. No opinions allowed. Leddy - wouldn't you need the reasoning on both sides. Leddy to look at this year's warrant articles.

Action Items

- Stef writing board seat ad - send to committee before send to Karen
- Steve would like a copy of the Oregon voters pamphlet sample electronically (Stef to provide pdf)
- Becky draft for newsletter inviting any members that may be interested in joining the board or to hear more about what we are doing to attend
- Stef to create timeline for website development for board to review and sign-up for sub-committee

***Motion to adjourn by Stefanie seconded by Letty. Motion passes 5-0-0. Meeting adjourned at 7:50pm
Next meeting June 8th at 6:30pm at the Town Office, unless otherwise posted.***

*Respectively Submitted,
Denette Schlager—Secretary, Communications Subcommittee*