

Thursday, March 23, 2023 at 6:30pm — Mary E. Bartlett Memorial Library, Brentwood NH 03833

**Committee Members in Attendance:**

Stefanie Lewendon, Becky Dunham, Josh Bertoulin, Letty Bedard, Bridget Zacher

**Committee Members not in Attendance:**

Steve Dawson, Denette Schlager

**Advisory Members in Attendance:** Janice Wiers

**Guests:** Bob Glowacky

***The meeting was called to order at 6:33pm***

**Administrative**

- Review of meeting minutes from February 16  
Stef motioned to approve, Letty seconded, motion approved the 5-0-0
- No significant emails to review

**Guest: Bob Glowacky**

- Appointed as Communications Coordinator for Town of Exeter; video expertise and worked with vendors to rework Exeter's website
- Exeter has Communications Advisory Committee - looked a lot of little projects, website, now working with policies and procedures
- Exeter's website: Municode/CivicsPlus
- Josh: summary of website exploration
- Challenges on Social Media/Facebook; continuity with town's individual pages; legal issues; monitoring; archiving
- Stef: Possibility of a regional communications group with neighboring towns to compare/brainstorm
- The need for designated staff/contractor to operate and provide info/content
- Used Google analytics to redesign Exeter's website - trash & recycling top hit
- e-Newsletter / automated / mail lists
- Possibility of text updates/alerts; cost?
- Grants: reach out to Exeter's Assistant Town Manager who might be able to help with grants
- Checklist/guidelines for best practices for communication
- Possibility to meet with Exeter's communication committee

**Website Update**

- EZ Facility meeting for Rec & Library; follow-up questions from Andy re: Easy Payments and customization
- Next step would be to engage in a trial period
- Library could use the space rental aspect and/or programming registration, payments when needed
- Could it be used for public computer use / kiosk mode
- Pricing includes 15 spaces (prev. 10 spaces)
- POS
- Need yes/no and when to present contract
- MunicipalOne upcoming Meeting - rescheduled for Tuesday 4/4 at 4pm to make available for staff; Josh, Becky and Stef to attend
- Present all the website info to Selectboard at a future meeting
- Privacy concerns for library patrons - email
- Town email accounts vs. gmail accounts

- Possibility of recording MunicipalOne meeting to share with those who miss the meeting
- April 11th as possible Selectboard Meeting to attend to present findings & recommendations - final proposal and a request for approval - give time to review

### **Member Commitment**

- What kind of timeframe do we want to commit to? How do we want to move forward?
- Do we give options for size of group/timeframe?
- Don't want our group to cause strain on resources or budget
- Communication is so important
- Website is #1 to complete
- AV equipment needs to move up in importance
- Small groups to concentrate on tasks
- We'll all apply to be re-appointed using form
- Need skill sets - tech, editorial, writing
- Need a clear directive from Selectboard
- Committee should not be doing hands-on; find tools, give recommendations, research to help Selectboard to make decisions
- In agreement to commit to another year
- Resident packet could go forward - to be included on website and paper form
- Stef to write a proposal/list to review together at next meeting - unfinished business, thoughts to move forward, skill sets, members to re-enroll - (working document)
- Possibility of new chair
- How Brentwood Works to be included as website content
- Possibility of exploring how to inform voters ahead of Town Meeting and elections
- Can the Town Report come out sooner – or is it more of an annual report of year prior
- Discussion of confusion at polls about what the warrant articles were about
- Descriptions of warrant articles should come from dept
- Provide info and resources for voters to research ahead of time and make informed decisions
- Possibility for candidates to submit a written statement
- "Voters Companion"
- Budget Cycle starts in Oct / Mar for town elections

***Motion to adjourn by Letty seconded by Bridget. Meeting adjourned at 8:30pm***

***Next meeting April 13th at 6:30pm at Library (held at Town Offices - last minute change on 4/13 due to illness)***

*Respectively Submitted,*

*Stefanie Lewendon—Chairperson, Communications Subcommittee*