

Thursday, February 16, 2023 at 6:30pm — Town Office, 1 Dalton Road, Brentwood NH 03833

Committee Members in Attendance: Stefanie Lewendon, Becky Dunham, Steve Dawson, Josh Bertoulin, Letty Bedard, Bridget Zacher **Committee Members not in Attendance:** Denette Schlager **Advisory Members in Attendance:** Andy Gray, Janice Wiers **Guests:** Liz Faria

The meeting was called to order at 6:36pm

Administrative

- Review of meeting minutes from January 19
Steve motioned to approve, Letty seconded, motion approved the 6-0-0
- No significant emails to review
- One year appointment as a group expires in May (to be confirmed with Karen). For our next meeting, think about how/if the group should continue beyond our appointment, whether we request to extend our appointment to finish the website or renew for a full year. Members should think about their level of participation beyond

Expanded News Feed

- Karen is working with existing website vendor to make changes to expand the news feed
- She will let us know if/when she needs any assistance
- Selectboard liked the idea of a new website; This is interim fix until a new website launch happens with additional/new communication tools

Website / Role

- Leaning toward a website vendor (like MunicipalOne) that does a lot of the work for the town vs. other vendors that would require more effort from this group
- Content (whether transferred or created); guidance from vendor; training for town employees
- Selectboard discussion was in favor for the additional Rec Tool; Josh and Stefanie met with EZ Facility
- EZ Facility specializes with gyms and Rec Depts—tools include registrations, reservations, facility rentals, check in/out capability; plan allows for 10+ rental spaces; calendar; unlimited email marketing; membership management; point of sale (snack shack); auto deposit into town bank account
- Supplement to MunicipalOne; not integrated; MunicipalOne had an option at some cost with less features
- A less expensive alternative than other vendors which have a \$4800 starting price
- Vendor may be willing to negotiate cost
- App available; league capability
- EZ Facility recommends a 1-month timeframe for set-up and training before going live
- Interface might be a little confusing; feels like an Excel spreadsheet
- Vendor willing to meet again
- Would facility rental be an option for other town depts? Library for example, meetings spaces, bday parties etc.
- Permissions are customizable
- Would need to evaluate rental spaces in town
- Would website cost be paid by town or depts? Maybe initially have the town pay for the website until their is additional income to off-set cost

Public Comment: Question about alerting town/community of changes in events on the news feed and/or calendar. How is community informed? Can it be combined somehow to simplify access to info (Stef to talk to Karen about how to access updates; possibility of committee chairs to self-serve)

- Plan to meet virtually with MunicipalOne and EZ Facility; Who should attend? Include Karen, Andy, Janice, Daphne, Fire/Police reps, Economic Development. Possibly have 3 from our committee attend each vendor meeting
- Use these 2 vendors as starting point and decide if we need to interview other vendors
- What was presented to Selectboard?
 - Extensive comparison of 3-4 vendors
 - Used example of MunicipalOne - we need to decide if that's the vendor to move forward with
 - Funds from Impact Fee Fund to be used; looking at 5-year plan to lock in cost; shouldn't affect taxes and budgets for 5 years
 - Possibility to move forward with contracts
 - Current vendor does not meet needs; have not approached town to update
- Possibility of Library being included - access to new tools would be helpful
- Could Town Office also be included in EZ Facility too?

Letty motioned that we recommend that the town should move forward with MunicipalOne and EZ Facility pending review by various department heads. Stef seconded motion. Motion approved the 6-0-0.

- Josh to coordinate vendor meetings, will ask for help from the group as needed; Stef to alert Karen to contact/invite town staff for participation; our group will split up attendance to avoid quorum
- We will meet again to discuss any concerns, if needed, before presenting findings/recommendations to Selectboard
- What is our role in the coming months? Writing and/or coordination of content, photography etc.
- Will old websites, links etc be removed? Once new website is up and running those old links should be dead; will archived files need to be relinked/migrated?
- Storage capacity is big question for MunicipalOne; need more info/pricing
- Can the school be coordinated somehow? Possibly embed the Swasey calendar
- Thinking ahead for meetings—we may need to meet a little more often—whether it's all members or smaller group—offering availability/assistance to town staff
- Vendors will need a point of contact - Karen and Andy?
- MunicipalOne has a structured plan for adoption/migration
- Allow for Town Meeting to happen (respecting everyone's time) before putting plan into action
- Possible September launch - good time as it's beginning of budget season
- Excited to see website template options
- Possible Call for Entries for photographs - create some excitement and community spirit
- Karen requested analytics for current website; Stef to share
- Postpone update to seal/logo until after website is done
- Plan for March 28th Selectboard meeting

Additional Item

- New Member Packet the Historical Society puts together to be upgraded; if anyone would like to help (after Town Meeting)

***Motion to adjourn by Stef, seconded by Letty. Meeting adjourned at 7:44pm
Next meeting March 23rd at 6:30pm at Town Office (last minute location change to Library)***

Respectively Submitted,

Stefanie Lewendon—Chairperson, Communications Subcommittee