

Thursday, January 12, 2023 at 6:30pm
Town Office, 1 Dalton Road, Brentwood NH 03833

Committee Members in Attendance

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

Committee Members not in Attendance

Bridget Zacher

Advisory Members

Andy Gray (Recreation), Karen Clement (Town Administrator)

Guests

Jack Mitchell

The meeting was called to order at 6:34pm

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Administrative

- Members approved the minutes from November 4-0-2
- Only emails received are between the committee and Facebook notifications
- Policies - Karen to provide documents to sub-committee to review and sign

Status Review of Past Tasks and Items to in-process

- Mission Statement - Approved in November by Select Board - FINAL
- Subcommittee Creation process and Statement of Interest form - Steve submitted and was accepted by the Select Board with one minor edit - FINAL
- Facebook - planning to check in with Daphne
- Communication Policy/ Agreement - Stef & Becky to reconnect
- Master Plan Committee - Stef & Steve - when does it wrap up? Stef to follow-up
- Website - Information Collecting - See below
- AV potential - See below

Immediate Need for Communication Support - Working Session

Select Board meeting on January 3, 2023 - a formal request was made to the Communications Sub-committee on how to move forward with communication from the town to the community.

- Stef looking to brainstorm with group on ideas based on the request
- Letty heard that this committee would be taking over the Brentwood Newsletter - which is not true - but we are able to help brainstorm options
- What do we have now? Website, Facebook and monthly BNL (printed & mailed)
- What communications is the town missing? Andy - do we just need a document posted on the website on where to go for what information (Teaching component)? It seems to be more than that

- Stef - missing is maybe an email. Town news to be treated like a press release - weekly, bi-weekly, monthly. Task to fall on everyone. Self- run - each group can add what they want when they want. Google doc - for all groups to access and update and then post as a pdf
- Karen states that Any recommendations (warrant article) need to be submitted to the select board by January 24th
 - Can we add a line for town communication (simply?)
- Stef - Bob Glowacky, Communications Coordinator for Exeter, has offered to make himself available if he can help
- Karen - Town of Barrington send out town information twice a year
- Josh - we could add information in with the tax bills that get mailed out twice a year

Discussion turned to the town's need for a new website with more functionality. Josh has researched three municipal website vendors. Details gathered so far include:

1. Town Cloud - package that includes DenmarkMaine.org - website package and an agenda package - very basic - \$2,500 for 3 years of hosting + \$50 for initial user and \$25 for any additional - Karen, can we add e-reg, etc. like what the town is doing now. Also, a small calendar system
 2. Town Web - (VernonVT.org) and support subscriptions and pay online
 3. Civic Plus (Fremont uses)
- Karen provided the current website fee: \$111/month - hosted through Legend software and managed through the IT budget, Andy - how does Denmark handle registrations if it doesn't go through their website. Police and fire and rec have their own separate sites
 - Do we currently have a "subscribe" functionality for news blasts - Agendas, minutes, news \$50/month to turn on email subscriptions and another \$50 for text and notifications
 - We will need someone to host and design
 - has several packages from basic to fully integrated - January 20th meeting w/Josh
 - AV improvements and website - line items to hold and have money available
 - Letty suggesting line item change from Newsletter to Communications then select board to run by the budget committee
 - Josh - 2 firms for AV equipment - what is the minimum package to help put together rough quotes for the 24th. - one time budget item and maybe a small service agreement
 - Screen at the front, presentation option, sound - microphones to tie into streaming system and the room, another camera or PTZ camera - RFP for more than \$10k but not needed for the 24th

- Karen to look for room dimensions for Josh
- Steve - Suggested using existing Federal American Rescue Plan Act (ARPA) funds for the one-time purchase of AV equipment
- Letty - More direction on what the select board wants from the communications subcommittee?
- Talked about the basics needed in website:
 - 20 departments - 20 users - to include committees and subcommittees
 - External links, school, historical society, library
 - Calendar to subscribe too at a community level (Karen likes Fremont calendar)
 - Hosted agendas and minutes dated back several years (storage - currently goes back to 2011)
 - Pay online
- Josh, Stef and Andy to meet regarding rec requirements - meet via zoom potentially Monday, 1/16
- Becky - can our current site make any changes?
- Josh & Stef to meet with vendors to collect information about web packages and possible AV
- Reconvene next Thursday, 1/19 for to review ballpark numbers and talk through how and what to present to the Selectboard

Public Comments - One audience member / no comment

Motion to adjourn by Stef, seconded by Steve, Motion passes 6-0-0.

Meeting adjourned at 8:20pm

Next meeting January 19th at 6:30pm at town office

Respectively Submitted,

Denette Schlager

Secretary, Communications Sub-Committee

&

Stefanie Lewendon

Chairperson, Communications Sub-Committee