

Thursday, January 11, 2024 at 6:30pm — Town Office, Brentwood NH 03833

Committee Members in Attendance: Chair: Stefanie Lewendon; Vice Chair: Steve Dawson; Members: Letty Bedard, Becky Dunham, Josh Bertoulin; **Committee Members not in Attendance:** George Koch, Caleb Labbe; **Advisory Members in Attendance:** Karen Clement; **Guests:** Jennifer Jones, John Morgan

The meeting was called to order at 6:32pm

Administrative

- Review of draft minutes, with amended by Stefanie, from December 14, 2023 ***Motion to approve minutes as amended by Letty, seconded by Stef, motion approved the 5-0-0 (in favor-oppose-abstain)***

Website Update

- First Website Office Hours went well; continue as it works for town staff; Tuesdays 9-12ish; purpose is for Q&A, troubleshooting, training and/or content building
- A LOT has been added/streamlined on website; requests from Karen, PD, FD
- Rec/Library portions to be worked on post-launch effort; links to existing sites
- How to include Library website; whether to disband library website and bring under town
- Possibly talk through a semi-merge; maintain Library brand; TBD
- Items that need to happen before launch: Stripe Payment System; Agendas/Min; Docs; Training; Legal Notices; list of users with admin levels
- Karen/Daphne super-user Training Jan 16 at 3-4:30pm
- Legal Notice—Carriage Town News going out of business; Land Use meet legal obligation RSA to post on website instead of printed in local newspaper; home page requirements
- MO does not support legal requirements currently; trying out pinning a News item to homepage as work-around
- Accessing agendas/minutes on current website; how to create an archive; manual download
- Make sure current website is not searchable once transitioned to new website
- When/how to roll out training to dept heads and committee meetings
- Training Doc combined with holding office hours
- MO needs to launch on a Wednesday; pre-set up certificates with Block 5; plan to decommission current site
- Access to current website through first quarter
- Building archive of minutes only; don't need older agendas; Karen agrees
- Request a bulk export of data files from vendor
- Wait until training to confirm launch date; to feel out comfort level
- Website work session for Sat 1/13; not an official meeting but need time to complete changeover
- Stripe payment system: create bank account so multiple town depts can access; PD / Rec / FD / Clerk etc; multiple users under one umbrella account; add terminals to accept payments; Karen to follow-up
- Members can/will be available during transition
- Chat feature PD uses; add-on feature we can tackle later

AV Update

- Equipment arrived; need to audit what was delivered
- One more order needs to be made; 10-14 days once order is placed to then install
- Option to come under budget, or, add one more component that will allow to add MS Teams; adds cost
- MS Teams advantages: allows for wireless sharing; access with tablet; improved presentations; book room
- Josh to present additional request to Selectboard for approval
- Chance to modernize technology; extend to displays in hall possibly on outdoor kiosk (much later!)

Budget Committee Support

- Steve shared a presentation on his own curiosity and research into learning how the tax rates affect his taxes as a resident/property owner; presenting as a communication tool supported by our committee
- Presentation reviews tax rate, revenue, expenses, impact, multiple years, reference for information
- What is the plan for this material?

- Educational - understanding, Q&A for budget? Low audience participation/audience
- Wishlist for communication committee – how can we help Voter education?
- Collaboration of multiple groups? communication/budget committee?
- Can we produce as a video - Understanding Budget 101
- Video Educational Series – TOWN TALKS !!
- Letty/Stef worked Voters Companion Sample - along the same line of Steve's effort to explain information
- Whole piece could be worked on for next year – possibility of focusing on support for the budget committee for this year's budget public hearing
- How to reach 3000 voters; 300 Annual Reports printed; possibly PDF on website
- Ensure that information presented is correct, fact-based info and straight-forward explanations
- Needs more time to evaluate as a communication piece for town
- Need for an educational component to go with budget reports
- When would this be presented? Town Meeting? Feb 20 SB2 Hearing? Combined with a Q&A

Motion by Josh, for the Communications Committee to sponsor Steve's presentation as a communication and educational tool, seconded by Stef, motion approved the 4-1-0 (in favor-oppose-abstain)

- No vote explained that the presentation does not explain the state school tax numbers
- Valid concern
- The state tax is confusing for most people to understand
- Add a slide helping to explain the school rate
- Add explanation if/when distributed
- Look at Saco Maine's website as a potential goal for future budget communication:
https://www.sacomaine.org/departments/finance/current_budget.php
- Voters Companion - recap - fly by Jack; work on tables for possible use; revisit
- Website: eNotifications/subscribe, nightly email includes anything added in the last 24 hours

Additional Items

- Town branding - color system; color use through website, biz cards, powerpoint etc.
- Hwy maybe should be under Public Safety

Set Next Meetings

- Regular meetings: second Thursday of the month: Feb 8 (TBD), Mar 14, Apr 11, 6:30pm at the Town Office
- Work Sessions TBD

Summary of Action Items

- Josh: 1) Present additional AV to Selectboard
2) On standby for coordinating launch
- Letty 1) work on file collection
- Karen: 1) Stripe account
2) Training with MO
- Stef: 1) reach out to committees for photos
2) training doc

Motion to adjourn by Stefanie seconded by Steve, motion approved the 5-0-0 (in favor-oppose-abstain)
Meeting adjourned at 8:22pm

Respectively Submitted, Stefanie Lewendon—Chairperson, Communications Committee