

Communications Committee Meeting  
Wednesday, January 8, 2020  
Present: All members present

Community outreach - Discussion: What channels can be used to maximize community outreach? It may be beneficial to find liaisons within each hamlet who could provide information on the best place to post announcements, where the community gathers and other pertinent local information. Committee members will work to compile a diverse list of potential hamlet liaisons. Would any of the area local publications be willing to include informative notices? Local publications may be a good avenue to keep the public who do not use computers informed.

Facebook Page: Discussion: The general consensus was that the website should be the main source of information with channels such as social media being used in conjunction. How should the facebook page be updated? Currently Jesse is the administrator for the facebook page. New posts can be created using online graphic-design tools. Page moderation of Facebook post responses can help keep the page aligned with Facebook's community standards. Post ideas were discussed, and the committee will bring ideas for posts to the next meeting. Tammi will be an administrator and post to the Facebook page.

Workflow guidelines - Discussion: The posting of information to the website may benefit from a guideline. Sporadic activity, undefined timelines and lack of accountability have led to its current state. Updates should not go directly to Jesse. Updates should be sent to Tammi and Beth Anne with "Website" in the subject line. It may be beneficial to find someone within each committee who would be willing to make updates to the website for their committee. Jesse to research user privilege levels for committee editor access. Abi will draft a memo for the board with the committee protocol for keeping minutes, posting agendas and posting dates on the calendar.

Google Home Hub update: • Discussion: Jesse to continue to configure. Discussed the benefits that the Google Hub could bring to town meetings. Automated electronic transcription could allow the taking of minutes to be streamlined and more convenient. Discussed the potential for filming future meetings. Will continue to research the feasibility of bringing video technology to the town hall. Abi and Tammi expressed some concern of legality and will look into this.

Email "blast" list.: Discussion: Discussed the possibility of adding a "Subscribe" link to Notice pop up box on website. Can we do this within current setup? If not, can we utilize an email platform that will integrate with the website? Committee members to further research email platforms. Jesse to research website integration.

Internet: Discussed Internet status for town hall. Options are available to reduce costs and increase speed. Needs further discussion.

Website: Discussion: The website could be improved upon. Configurations must conform to the website platform. Committee will look over the website and bring to the

next meeting suggestions on what may need to be updated or changed. It was discussed that we should update the Senior Liaison section of the website with a link to the Office of Aging. Jesse will research the cost of adding an additional email account. Michelle will research what can be done with the 404 error pages, if anything.

Publication Creation: Discussion: Would the communications committee be willing to assist departments that need publications created? It was decided that we would be willing to assist. Publications can be created using online graphic-design tools.

Next meeting January 23, 6pm.