

Minutes
Communications Committee
1-15-20

Attending: Kathy Corson, Debbie Kane, Bob Glowacky, Martha McEntee

Committee discussed summarizing 2020 warrant articles/zoning amendments and publicizing them to residents via Exeter Newsletter, EXTV, Exeter Community Forum Facebook page (after they're published in paper) and on website (like we did in 2019). Debbie to contact Patrick Cronin, Newsletter editor, about publishing them in newspaper.

Bob did a presentation about MailChimp, which is currently used by EXTV and Dept of Public Works to communicate with town residents. Residents sign up to get occasional emails from the town about the departments' activities (including construction updates from DPW). The committee discussed the merits of using MailChimp (via a sign up link on the town's website) to disperse information about town business, including committee agendas and minutes. Biggest issue is designating which town employee can do this and making sure that employees buy into the effectiveness of this form of communication and regularly email info to interested residents

The town already spends \$5000 annually for the My Exeter app. It has a similar, if less effective, function to MailChimp that enables residents to sign up for information. Committee determined that we should approach the Board of Selectmen about resolving any issues around the app's effectiveness.

Minutes by Debbie Kane