

Town of Exeter, New Hampshire
Communications Advisory Committee Meeting
Tuesday, July 14, 2020 @ 9:00 am
Via Teleconference

Committee Members in Attendance

Connor Barry (Chair)

Lindsay Sonnett

Nina Braun

Robert Glowacky (Communications Advisor)

Daryl Browne (Select Board Designee)

Notes

A vote was held to appoint Connor Barry the Committee's Chair.

Recorded vote:

Lindsay Sonnett, yes.

Nina Braun, yes.

Daryl Browne, yes.

Discussions regarding the working draft of a Communications Town Survey remain ongoing. Mr. Glowacky presented the working draft, based upon sample questions contributed by Committee members.

The Committee discussed the type of demographic information that ought to be collected from the survey. Selectman Browne indicated the value of "psychographic" information (i.e., determining the survey taker's relationship to the town, rather than simply their age, gender identity, etc.). Mr. Browne e-mailed an article detailing these methods, which can be found here:

<https://www.thinkwithgoogle.com/intl/en-apac/trends-and-insights/demographics-dead-welcome-age-of-intent/>

Committee members discussed releasing the survey in time for the fall elections and before the end of the 2020 calendar year. With that in mind, Committee members were asked to review the working draft of the survey and be prepared to discuss further at the following meeting, set for Tuesday, July 28, 2020, at 9:00, via conference call.

The meeting was adjourned at 10:00 am.