

Town of Exeter, New Hampshire
Communications Advisory Committee Meeting Minutes
Tuesday, August 25, 2020 @ 9:00 am
Via Teleconference

Committee Members in Attendance

Connor Barry (Chair)

Nina Braun

Robert Glowacky (Communications Advisor)

Daryl Brown (Select Board Designee)

Notes

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 draft we presented included suggestions made by various committee members, and the committee decided to incorporate open-ended questions both at the beginning and end of the survey for survey-takers to elaborate on their communications expectations in their own words.

Committee members discussed some of the concerns raised by local residents and business owners during the public comment session of the Exeter, NH Select Board meeting on Monday, August 24, 2020, with respect to the proposed town ordinance requiring residents wear masks outdoors in Exeter's commercial district, where recommended social distancing is not possible. Committee members suggested that the Communications Committee could be of assistance to the Select Board in developing future similar proposals by conducting a public survey to put relevant stakeholders on notice of the proposal and solicit response.

In addition to the survey of the general public, Committee members also discussed the possibility of conducting a survey of local town departments and inquiring about existing communications strategies, as well as a survey of all volunteer municipal boards to see whether a better internal communication standard operating procedure could be developed.

Mr. Glowacky concluded the meeting by asking the Committee members to think about ways of incentivizing locals to take the survey—possibly with a raffle and prize or similar program.

The meeting was adjourned at 10:00 am.