

Communications Advisory Committee

Thursday, July 22, 2021, 6:00 pm

Nowak Room – Town Office Building

Minutes

Attendees: Connor Barry, Martha McEntee, Lindsay Sonnett, David Wold, , Robert Glowacky (Exeter TV Representative), Andy Swanson (IT)

Absent: Nina Braun, Daryl Browne (Select Board Representative)

Connor welcomed the committee members back to the first in[person meeting since Covid and introduced David Wold as a new committee member. He announced that he would be moving out of Exeter and that August would be his last meeting with the committee.

Bob reported that the MyExeterNH contract would be cancelled and that he was continuing to explore the town's expanded use of Rave Mobile. He also suggested that the committee consider how we could increase citizen engagement and noted that we can create many ways to get information out, but we can't force people to stay up to date. We need to look for the best way to get people information in a way that they will actually pay attention and engage with it. This led to a wide-ranging discussion of the committee's work and its progress.

David Wold advised that we should think strategically and not tactically. He elaborated by saying that we should look at the master plan and think broadly to identify goals, and that he would like to see something on paper in terms of strategic ideas ad addressing the largest challenges. He spoke of the difference between working toward best practices vs identifying strategic goals.

Martha said that committee had explored a wide range of basic communication goals with a view toward effective implementation of the master plan as well as the practical steps that needed to be taken to effect those goals. She noted it would be helpful at this point to gather and document the substantial work the committee had accomplished in a comprehensive format and take our findings and recommendations to the Select Board and the town.

The meeting adjourned at 6:50pm
