

DRAFT

**Communications Advisory Committee Meeting  
Wednesday, December 8, 2021, 6:30 pm  
Wheelwright Room, Town Offices  
10 Front Street, Exeter, NH 03833**

**MINUTES**

Attending: Lindsay Sonnett, Martha McEntee, Herbert Moyer, Bob Glowacky, Andy Swanson

Absent: Nina Braun

The Committee convened at 6:30 pm.

Molly Cowan stopped in to report that, with Daryl Browne's resignation from the Select Board, she is likely to be designated as the Committee's Select Board representative. We asked her to help recruit new Committee members, especially someone with social media expertise. Molly could not stay this evening as she had a previously scheduled conflicting meeting with the Energy Committee.

The meeting started off with a brief discussion on next steps, including continuing on focusing on the website in the short term. Bob gave a status update on the website and reported that a formal quote of \$4,000 has been obtained and a purchase order was submitted. The IT department will encumber funds from our Internet services line item to defray this expense with work likely to begin in January or February 2022.

Bob said he expects to assume his responsibilities as Communications Coordinator on January 1, 2022.

The discussion turned to how to approach drafting guidelines and best practices for town staff to use for the website. The consensus was that website best practices should focus on providing practical operational guidance (e.g., "Only designated town staff can post on the website."), as opposed to creating "policies." Bob and Martha will work together to refine the best practices draft included as an exhibit to the Committee's August Report to the Select Board and seek input from the Committee members as their work progresses.

Next, the Committee discussed the preparation and distribution of plain-English summaries of the Warrant Articles for the 2022 Town Meeting. Martha noted that the Town Manager's report on the Warrant Articles contains in-depth information about each Article that had been helpful in preparing the summaries in the past, but that the Committee had been preparing its summaries only after the Town Manager's report was published. She suggested that we work Russ Dean to see if we could streamline this process and Lindsay agreed follow up with Russ about this in January.

The Committee then discussed the status of Exeter TV's operations. Bob and Herb noted that since the establishment of three separate access channels in 2010, ExeterTV has been funded by a percentage of the franchise fee charged to customers by Comcast. As viewing habits have changed, the level of funding has declined, and the town is working on how to deal with this problem.. It was noted that there is no easy way to determine who is watching ExeterTV. Herb suggested that we print physical copies of the TV

schedules and distribute them in senior communities. The Committee hopes to assist in evaluating how ExeterTV can best continue to serve the town.

The discussion turned to the possibilities of having work sessions on various topics. The Committee is looking for someone new to be the person to work with us on social media. Lindsay agreed work with Bob as needed to evaluate text alert possibilities. Nina and Martha will work with Bob on the town website. Herb will work with Bob on the TV-related topics going forward.

The discussion turned back to town website search functions. Should we use internal searching vs using Google search instead?

The meeting was adjourned at 7:45 pm.

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