

**Communications Advisory Committee Meeting**  
**Wednesday, January 12, 2022, 6:30 pm**  
**Nowak Room, Town Offices**  
**10 Front Street, Exeter, NH 03833**

**MINUTES**

Present: Martha McEntee, Herb Moyer, Nina Braun, Molly Cowan (Select Board Rep.), Bob Glowacky (Communications Coordinator), and Andy Swanson (IT)

Absent: Lindsay Sonnett

The Committee convened at 6:30 pm.

**Minutes:** The minutes of the December 8, 2021 meeting were approved.

**Warrant Article Summaries Discussion:** The Committee discussed the importance of effectively communicating information about the 2022 Warrant Articles for the Deliberative Session and Town Election. Martha reported that Lindsay said she has touched base with Russ regarding his Deliberative Session information packet to see whether he could incorporate an executive summary into his document. The Committee will also publish summaries and/or publicize Russ' report on the town website and with a press release. Molly said she will be able to reach out to the publisher to see about publishing the summaries in the Exeter Newsletter.

**Communications Coordinator Update.** Bob reported that the website refresh was approved and paid for at the end of 2021. The initial meetings for the refresh will begin in early February. Bob expects the work to continue for several weeks and likely finished in the late spring.

Website enhancements for election information were displayed and discussed. The CAC agreed that the changes marked a substantial improvement. Bob will continue to work with the Town Clerk's office on the section of the website to present the various aspects of town elections clearly.

Texting features will be slowly explored and rolled out. Likely the town will have three lists: emergency notices, general town updates/alerts, and DPW alerts. If it goes well we can slowly expand the types of notifications and departments using the service.

**Other Business.** Brief discussions were had regarding the Exeter TV budget with Herb Moyer and Andy Swanson.

Brief discussions were also had on the need to find a fifth member for the committee. A specialist in Social Media or "non-online" communication would be helpful. Herb has put a notice in his church newsletter and spread the word.

The meeting was adjourned at 7:45 pm.

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