

Draft

**Communications Advisory Committee Meeting
Wednesday, February 16, 2022, 6:30 pm
Nowak Room, Town Offices
10 Front Street, Exeter, NH 03833**

MINUTES

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

Absent: Herb Moyer

The Committee was called to order at 6:35 pm.

Minutes: The minutes of the January 12, 2022 meeting were approved.

Town Elections. Bob gave a brief overview of the work he has been doing with the Town Clerk as well as with Exeter TV staff to promote election information, including the creation and promotion of the Town Warrant Fact Sheet page with videos and short summaries of warrant articles. Several of these pages will be posted on Facebook leading up to the March 8th election. He's following up with Andie Kohler about a few missing items including term lengths for SAU positions and when the ballot form will be available.

Website Refresh. Bob gave an update on the status of town website refresh and texting service. A working group consisting of town staff and committee members met with MuniCode for our design session. In about two weeks, we should have our first look at what our website could look like. The next step for the refresh is to narrow down what the website will have for our "Mega Menus."

The committee also discussed the website the Events Calendar and whether it should be open to the public and community groups to post events. If the calendar is opened up, policies would need to be drafted regarding what is and what is not allowed as well as who is and is not eligible to submit events.

During the website refresh, Bob has been meeting with several departments about various modules and best practices that the town hopes to use with the new site, namely the Projects module and the News module.

Texting service. Bob is scheduled to meet with Trisha Allen of DPW, Jess Shupe of Dispatch, and the Fire and Police chiefs to go over the operation and use of the RAVE Mobile app/texting service. The hope is that Bob could set up a general town text list for general updates (example: election day, office is closed, etc.), and Trisha from DPW would set up a DPW list for their updates (examples: construction updates, road closures, snow clean up, etc.)

Other Business.

Martha had questions about workflow, specifically as it relates to Press Releases. Bob brought up the Draft Communications Plan which will help to serve as a checklist and guide for town staff to make sure

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that they know the various methods and gatekeepers for those tools in order to get messages out where they need to go.

Meeting adjourned at 7:19 pm.
