

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

**MINUTES**

Present: Martha McEntee, Molly Cowan, Bob Glowacky and Andy Swanson, Herb Moyer

Absent: Nina Braun and Lindsay Sonnett

The meeting was called to order at 6:40pm. Due to lack of a quorum, no binding actions will be taken at this meeting.

**Minutes:** The minutes of the February 16, 2022 meeting minutes will be considered for approval at the next meeting. Martha reported that all of the minutes of past meetings have now been posted on the Town website.

**Review of Town Elections Communications.** Ballot counting and the determination of election results went very late on election day, so election results were not posted as soon as we had hoped. In the future, to ensure that the election results are posted as quickly as possible, the town use some sort of unmanned video streaming to allow people to watch the ballot counting. The moderator could read the results into the camera.

Bob said he would review the video analytics to see the usage of the warrant article and other election videos. The committee also discussed putting a notice on future videos clarifying that the video is for informational purposes only and does not advocate a vote one way or another in order to comply with the New Hampshire statutory prohibition against electioneering by public employees. See NHRSA 659:44-a. Martha noted that some people had asked for information about the zoning amendments, and she wondered why they were not covered in the Town Manager's warrant article summary and report. She will ask Russ Dean about this.

**Communications Coordinator Update.** Bob reported that work on the website refresh is underway, and the working group is reviewing proposed designs from Municode. The go live date is expected to be in early to mid-April

Bob reported that he followed up with the Police Chief about meeting to discuss RAVE Mobile text alert usage by other town departments and they are waiting to see if they can get a representative from RAVE to attend a meeting between the interested town departments.

Bob also reported that he reached out to by a company called Monsido that does ADA compliance for websites. They're going to do a scan of our site on March 22nd at 10 AM if any members of the CAC want to listen in on the discussion. Bob thinks there is probably no money in the budget for this, unless the town decides to look for grants to complete this work. Bob thinks that they will find a lot of issues such as PDFs, hyperlinks, formatting, etc. It will probably be more beneficial to look to develop proper posting practices to avoid ADA issues in the future. He noted that Municode said they're sending clients to AudioEye for accessibility needs (annual cost would be \$3,500).

**Exeter TV Projects.** Bob met with Martha and Herb to walk through the questions and issues relating to community TV policy and practices. The first step will be to review current policies, release forms, and other guiding documents and recommend simple updates to help streamline operations. The working group will also work to identify larger issues and topics that need more time and input to be addressed at a later date.

The next meeting is scheduled for April 20, 2022.

Meeting adjourned at 7:44 PM.

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