

DRAFT

Communications Advisory Committee Meeting
Wednesday, April 20, 2022, 6:30 pm
Nowak Room, Town Offices
10 Front Street, Exeter, NH 03833

MINUTES

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

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.

Approval of Minutes from March 16, 2022 meeting. The Committee has been unable to approve minutes of the February and March meetings due to lack of quorum. They will be considered at the May meeting.

Communications Coordinator Update on Status of Town Website Refresh. Bob reported that the homepage design has been approved and we are now working on the inner pages to choose a layout of how normal pages will look in terms of text, side bars, contact info, etc. We still need to circle back with MuniCode (CivicPlus) about existing custom parts of the site and whether there will be a cost to maintain those custom design aspects on the new site and if we can add additional ones such as the Library page's donate button.

Bob has met with staff from the Assessing, Town Clerk, Fire, Town Manager, and finance departments about their sites to start using the site activity report to get an idea about what is out there and in use by, to unpublish unused content, and to think about consolidating information where possible to clean up their sites.

The next step will be developing best practices for maintaining the site and doing staff training for when the new website goes live. Martha and Bob are working on some draft best practices and hope to have a draft shortly.

Exeter TV Projects. Martha and Bob are working to compile lists of policies and procedures from other access stations. Herb and Martha are reviewing current documents to make suggestions or identify issues. Martha said her initial research showed that most policies are fairly vague, which could be a double-edged sword in that they give flexibility but leave many issues open to question.

Other Business. Bob gave an update on texting service The Police Chief met separately with RAVE mobile to discuss adding non-dispatch users to their RAVE account. After the meeting, it was decided best to have the Town purchase its own RAVE account for \$2,500/year + \$900 set up fee + one 10-digit number with 50,000 messages for \$500/year (total of \$3,000 annually). This is a discount from their normal service which would come out to around \$4,000.

Alternatively, TextMyGov quoted us \$5,000/year with a \$1,920 startup fee in year one. TextMyGov is more generic and less emergency-focused so it may be the better option.

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What this means for the user is that if they want Emergency Alerts and other alerts, they need to sign up for different platforms — this continues the problem we have now with social media, newsletters, etc. where residents increasingly have to go to more places to subscribe for information. The Committee will continue to look for ways to simplify the sign-up process for residents

Bob also gave an update on the Monsido ADA service for the website, which does not appear to be cost-effective given the limited enhancements it would provide.

The meeting adjourned at 7:45 PM.

The next meeting is scheduled for April 20, 2022.
