

March 25, 2021 The Public Communications Ad Hoc Committee held a special virtual meeting on this date at 5:00 p.m. First Selectmen, Danielle Chesebrough, Bruce Flax, Denise Easton, Dan McFadden, and Kristen Clark were in attendance. Public and press were able to participate via audio on a conference call line. The video of the meeting can be found on the Town's YouTube page.

1. Call to Order

Bruce Flax called the meeting to order at 5:03 p.m.

2. Pledge of Allegiance

3. Correspondence

None

4. Approval of Minutes

Dan McFadden made a motion to approve the minutes, seconded by Denise Easton. Mr. Flax asked if there was any discussion. Seeing none, the motion passed 5-0.

5. Old Business

a. Review draft of the town communication strategy and finalize

Dan McFadden was speaking about the goals from the document and thought that those responsible for Communications in the Town should review and agree on best practices. Should be sent out to all boards and commission participants.

Denise stated there should be a review process and new things could be adapted into plan. Once implemented, there could be a period of time for feedback from Commissioners and Chairs.

Danielle suggested sending out a survey (regarding the plan) once a year, but maybe there is something deeper we could do.

Denise discussed a "Feedback Mechanism" where it is not too formal but gives time to respond and/or adapt (the plan). Is it effective, do you like it, opportunities for feedback. A real time mechanism for feedback that allows quick tweaks.

If the plan is not working, diluting or distracting, can we adjust?

Need to consider things like streamlining FB groups, HR or Services. White Noise with too many channels.

What is the mechanism for feedback? Most will post on FB. Should there be a "Please Share Feedback Here" link. Talk with IT about creating a dedicated communication email address for feedback.

Danielle was speaking info overload – as an example Human Services. They have very focused pages. People could subscribe to what they want, should we streamline more?

Dan asked if there is positive engagement things are going right. If not, reassess.

Denise asked if FB pages could be linked.

Agreed to finalize at April meeting.

b. Discuss Community and Department/Committee Survey – finalize questions

Suggestion to add 1 more question – How often do you want to hear from the Town?
Bruce suggested standardized answers (more effective with set choices) and Danielle said to copy document and edit as you want.

c. Review Town Website, Visitor Tab.

Discussed adding the two chambers and a link to the 1649 site. Also, the top things to link on the visitor's page. Also, should there be separate pages for Residents and Business? Don't want information overload.

6. New Business

None

7. Comments From the Public

None

8. Comments From the Committee

None

9. Adjourn

Meeting adjourned at 5:30pm

Bruce Flax

A handwritten signature in black ink that reads "Bruce Flax". The signature is written in a cursive, flowing style.