

DRAFT

PCAH Meeting 4/22- 5pm

Bruce Flax, Katie Martin, Kristin Clarke, Denise Easton, Elizabeth Young in attendance.

Pledge of Allegiance

Correspondence- Dan MacFadden could not attend

Old Business - Approval of Minutes from last meeting- Denise Easton makes a motion to approve the minutes, Bruce seconds. Minutes pass unanimously.

Danielle - Can we look at the Town of Communications Strategy and approve soon? Any changes to the draft we can discuss now? It will go on the main website.

Bruce, Katie and Denise agree it is okay to approve because it is a living document.

Denise makes a motion to approve posting the strategy to the Town Website. Bruce seconds the motion, the board approves unanimously.

Danielle kicks off conversation of survey questions and if we want to add anything or change anything.

Danielle reads off the question regarding getting your information from one focused source or multi location?

Denise- trying to get to the fact of how many clicks away does the individual want to go through to get to the information? She approves the survey as it is.

Bruce- provides that if you subscribe to FB you get all the information you need from the town as an example.

Danielle-re-words question- about receiving information for specific interests or multi location

Danielle- since we are leaning towards sending it out we can always adapt it if needed while at least getting some initial feedback.

Danielle- maybe give people 3 weeks to respond and then we can discuss the results at the next meeting?

Bruce- asks if we could put it on the forum? Danielle agrees.

Bruce makes a motion to submit the survey with edits we have discussed for use- our proposed survey to go out for different audiences from our committee. Katie seconds the motion. The group passes the motion unanimously.

Discussion of the website- Visitor, Resident pages

Danielle- would like thoughts on pages of the website.

Bruce- recommends we all take a look and discuss feedback about the website for the next meeting.

New business- no comments

Comments from public- no

Bruce moves to adjourn, Denise seconds

Meeting adjourns at 5:31pm

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