

**MINUTES OF THE  
COMMUNICATIONS COMMITTEE**

**July 20, 2023**

The Communications Committee held their bi-monthly meeting on Thursday, July 20, 2023, in the Knightly Meeting Room of the Salem Town Hall, Salem NH at 5 pm ET.

**PRESENT:**

- Crayton Brubaker, Community Development Program Manager
- Chief Joe Dolan, Salem Police Department
- Roy Sorensen, Municipal Services Director
- Tom Giarrosso, Executive Director, Salem Community Television
- Committee:
  - Assistant Town Manager Joseph Devine
  - Bonnie Wright, Town Council Representative
  - Kelly Moss, Chair
  - Bob Gibbs, Vice-Chair
  - Erin Murphy, Secretary
  - Aimee Cozza
  - Bill Georato

**AGENDA**

- New agenda items to include Roy Sorensen representing Municipal Services Department and the Municipal Buildings Advisory Committee on behalf of the new Salem police station; and Tom Giarrosso representing Salem Community Television (SCT) to address topics and answer questions from the Communications Committee surrounding communication channels, analytics, and potential options.

**Call to Order**

- Kelly Moss called the meeting to order at 5:00 pm and noted date for the record then introduced the Committee and guests followed by the Pledge of Allegiance.

**Review of Minutes from July 6, 2023, Meeting**

- Kelly Moss moved to review the minutes from the July 6, 2023, meeting and noted an edit to include Town (Joe Devine) and Town Council (Bonnie Wright) Representatives in the Committee when documenting those present, as noted above. Secretary Erin Murphy to update July 6, 2023, Minutes and send revision to Crayton Brubaker.
- **MOTION:** Joe Devine motioned to approve.
- **SECOND:** Bonnie Wright
- **VOTE:** 7-0-0
  - The motion passed unanimously.

**Update from Police Chief Dolan on New Police Station and National Night Out**

- Post introduction, kicked off with status of plans for including the new police station in the Warrant Article and steps to build a strategy to support the need. Police Officers are heavily involved in the discussions and planning with the architects. The Committee is encouraged to attend or later view the recorded MBAC Meetings for updates.
- Talking points in process, as well as photo compilation, poster boards and handouts with QR codes in preparation for National Night Out to begin publicizing the need for a new station.
- Erin Murphy offered support of the Committee on (1) talking points and (2) joining Officers at the National Night Out booth to serve as civilian representation.
- Aimee Cozza asked what assets will be received from the architects that The Committee may be able to incorporate into messaging, graphics, etc. Discussion ensued on when the vote will be (pending Warrant Article), March 2024 and potential options for getting the message out, e.g., LED signs, piggy-back on planning mailings, door-to-door, etc. Chief Dolan confirmed a flyer is in process, being created by the Salem Police Department Staff.
- Bonnie Wright offered the skills of the Committee to help with writing, messaging, graphics, presentations, etc.
- Bob Gibbs asked Chief Dolan to describe the current state of the station and the top reasons why a new building is needed. Chief Dolan addressed this, describing in detail the dilapidated conditions to include, but not limited to:
  - Plumbing, electrical, limited outlets, outdated technology, lack of overall space (to include locker scarcity, records storage, and kennels), non-ADA compliance, overcrowded dispatch area, etc.
  - The original Police Station was constructed in the 1960s to accommodate 14 officers. The back was added in the 1970s to accommodate 30 officers. Since, trailers were added, and Officers have volunteered their time and energy to repair and maintain all buildings and trailers. Today, there are 70 Police Officers and a total of 102 Staff. Because records are stored off-site due to a lack of space, there is a charge and, in addition, a cost to pull each time a ‘right-to-know’ request comes in. Detainees must walk from the parking lot to the holding cells, putting Officers in danger.
- Bonnie Wright requested a tour for The Committee. Chief Dolan will coordinate with Crayton Brubaker.
- Kelly Moss requested financials to show how much is being spent currently to store records to evaluate for potential messaging to show the cost savings if housed in the station.
- Roy Sorensen addressed The Committee and again stressed the importance of consistency in messaging when we are ready to move forward (talking points in process) and reiterated the MBAC Meetings as a source of information as plans move forward. September will be when planning ramps up. Cost was addressed, confirming that the Warrant Article will have all inclusive cost for the new station. An update is on the Agenda for the Monday, July 24, 2023, Town Council Meeting.
- Erin Murphy requested data to show the increase in calls and police activity to potentially use in the campaign, documenting growth over the years and currently with the Tuscan Village development. Kelly Moss stated that we should not tie the new Police Station with Tuscan in any way, which was not the intention of requesting the data. Data would

be assessed as a reflection of how police activity has grown over the years and for evaluation purposes only, to consider as possible stats in a campaign.

### **Communication Methods / Media Types Spreadsheet Discussion**

- Tom Giarrosso availed himself to answer any questions from the Committee on Salem Community Television.
- Discussion centered around reach for videos, overall analytics that are available, and what metrics the Committee could obtain. Comcast controls the info on the live views and the numbers are not reflected in the metrics. Recorded views can be measured and shared.
- YouTube cross-posting was addressed, and Tom Giarrosso spoke to past experience in doing so as well as the high number of restrictions YouTube has, and ads viewers will see with the Town of Salem having no control over that. There is a possibility of shorter snippets for use as a teaser.
- Aimee Cozza asked how and where residents can view SCTV, as she was not even aware of it. Tom Giarrosso said it can be viewed on Apple TV, Amazon Fire TV Stick, and Roku. It cannot be viewed on Plex, to answer part of Aimee Cozza's question.
- Bob Gibbs encouraged all to visit SCTV studio in Salem High School.
- A robust discussion was had on fragmented audience and content as well as ways to work around that, e.g., appointment television, and how we can go 'outside of the box' to communicate in alternative ways. Evergreen content and embedded codes were addressed as discussion points.
- The Committee will continue to engage and work with SCTV in discovering potential ways of reaching our target audience.
- The spreadsheet was reviewed and discussed in depth and Joseph Devine will upload to OneDrive for the Committee to access and update.
- Media channel discussion included the annual report, signage (LED signage that Salem DPW and Police use), Senior Center and Rec Newsletter (contact is Wendy Peters).
- For groups, Erin Murphy inquired about the Kelley Library as well as local Churches / Temples / Places of Worship. Kelly Moss requested all Committee Members think about additional groups to add and reach out to any local contacts and inquire if they will have us in to speak, distribute pamphlets or info, or publicize in some way.
- Bob Gibbs communicated the benefit of piggybacking on any planned mailings as an efficient and cost-effective means of including our content.

### **Bylaws Discussion**

- Revised Bylaws were reviewed by The Committee.
- Bill Gearoto addressed a typo that required correction, 'The Committed' to 'The Committee.' Crayton Brubaker revised during the meeting.
- **MOTION:** Bonnie Wright motioned to approve.
- **SECOND:** Joseph Devine
- **VOTE:** 7-0-0
  - The motion passed unanimously.

### **Town Representative Update**

- No updates. Encouraged all to attend or view the recording of Monday, July 24, 2023, Town Council Meeting.

**Town Council Representative Update**

- Joseph Devine presented analytics, as requested in the previous Committee Meeting by Aimee Cozza, on Facebook Groups, the newsletter, and emails.
- The Committee discussed a proposed standardized monthly report. Erin Murphy initiated a request for The Committee to narrow down categories during the meeting. Aimee Cozza and the Committee tabled to allow more time for discussion.

**Next Meeting – Thursday, August 3<sup>rd</sup>, 2023, at 5:00 PM**

- Kelly Moss re-addressed summer vacation schedules and noted her absence in advance of the Thursday, August 3, 2023, Committee meeting when Vice-Chair Bob Gibbs will serve as Chair of the Meeting.
- Kelly Moss requested an agenda item be a recap of and discussion around the Salem Police Department National Night Out.

**Adjourn**

- **MOTION:** Joe Devine motioned to adjourn the meeting.
- **SECOND:** Erin Murphy
- **VOTE:** 7-0-0
  - The motion passed unanimously.

**Notes / minutes taken by:** Erin M. Murphy \_\_\_\_\_

**Approved:** \_\_\_\_\_

**Date approved:** \_\_\_\_\_