

**MINUTES OF THE
COMMUNICATIONS COMMITTEE**

August 3, 2023

The Communications Committee held their bi-monthly meeting on Thursday, August 3, 2023, in the Knightly Meeting Room of the Salem Town Hall, Salem NH at 5 pm ET.

PRESENT:

- Crayton Brubaker, Community Development Program Manager
- Committee:
 - Assistant Town Manager Joseph Devine
 - Bonnie Wright, Town Council Representative
 - Bob Gibbs, Vice-Chair
 - Erin Murphy, Secretary
 - Aimee Cozza
 - Bill Georato

AGENDA

- Additional agenda item to review revised Bylaws with edits from Assistant Town Manager Joe Devine and Community Development Program Manager Crayton Brubaker.

Call to Order

- Kelly Moss on vacation. Bob Gibbs served as Meeting Chair and called the meeting to order at 5:00 pm and noted date for the record then introduced The Committee and followed by the Pledge of Allegiance.

Review of Minutes from July 20, 2023, Meeting

- Bob Gibbs moved to review the Minutes from the July 20, 2023, meeting. Though there were no edits from those present, Bob motioned to table the acceptance of Minutes until the August 17, 2023, Committee Meeting when Kelly is present.
- **MOTION:** Bob Gibbs motioned to table.
- **SECOND:** Bill Georato
- **VOTE:** 6-0-0
 - The motion passed unanimously.

Discussion and Recap of National Night Out

- Reviewed impact of flyer drafted by Erin Murphy and designed by Aimee Cozza. Bonnie Wright commented on the positive feedback from Chief Dolan and Deputy Chief Smith.
- Aimee Cozza requested the total number of flyers that were handed out which Joe Devine confirmed was not available, however, there is ample supply for Field of Dreams event

on August 26, 2023, where SPD will promote the proposal for a new station in a like manner. Joe also confirmed that flyers were given to residents only.

- Joe Devine estimated 50-60 emails received via the sign-up sheet for updates at the SPD booth. These captures will also be automatically placed in the Town Hall Times distribution list.

Discussion of Police Station Communications Campaign

- Robust discussion around next steps for building the campaign.
- Erin Murphy requested date when QR code and new website will be available. Joe Devine confirmed August 16, 2023. All creative assets developed moving forward will have the QR for linking to the Town Website, specifically the landing page for the new police station.
- Joe Devine commented that the SPD has creative ideas, to include but not limited to business cards for use as a ‘get out of jail free’ card. Discussion followed about other creative, e.g., bookmarks for use and distribution at the Kelley Library, revised flyer, etc. Warrant Article confirmation will set an aggressive plan in action.
- Discussion points included potential for SEO, budget, MBAC update, deliverables TGAS will provide.
 - SEO – will explore possibilities for high school or college students or a skilled digital marketer as volunteer to support this, eliminating the need to hire an agency which would be costly. Bob Gibbs to check with his contact to learn if this coursework is offered and how advanced it is, if so. Joe Devine confirmed that the SPD does have a publicity budget, amount not disclosed at this Meeting. Discussions will be ongoing.
 - MBAC update will take place at the August 21, 2023, Town Council Meeting where TGAS will present on the square footage, # of floors, cost considerations, etc. TGAS has provided bubble charts that we will have access to in the future.

Discussion of Potential Tours at Police Station and Salem Community Television

- Light discussion around potential dates and availability of The Committee. Meeting nights are highly probable, either before or after for an estimated duration of 1-1/2 hours.
- Erin Murphy recommended a Doodle poll to allow everyone the opportunity to vote efficiently on date and time options. Crayton Brubaker to create poll and send to The Committee.

Discussion of SCTV Viewership Data

- Stats and metrics shared were reviewed and discussed. Discussion around the growth in numbers over the past years, views, seconds viewed, etc. SCTV cannot obtain live view data from the Comcast provider.
- Discussion transitioned to extensive talk focused on local channels, Town Hall Times, options for setting up interest groups, condensing with a link to a landing page on the new Town site when live, etc. This will be an ongoing topic.

- Joe Devine confirmed an additional 100 sign-ups for Town Hall Times since August 1, 2023.
- Bonnie Wright addressed reporting and what information we want to have on a regular basis. Aimee Cozza confirmed data from all current communication channels for us to evaluate and then make informed decisions on what is lacking, and what is needed.

Discussion of Groups and Organizations to Reach Out To

- Bob Gibbs provided a list of additional organizations that we can possibly tap into to expand our reach in communications.
- Discussion followed and included adding Knights of Columbus, and potential for exposure at Farmer’s Market.
- The Committee will continue thoughts on additional communication channels and organizations that we could partner with.

Discussion of What Information the Committee Wants to Promote

- Bob Gibbs initiated discussion on what information The Committee wants to promote.
- Discussion centered around expectations for The Committee by The Town Council, e.g., new police station at this time, and Aimee Cozza confirmed that we should be evaluating, building a foundation from which we can build upon and make informed decisions on what is lacking, and what information will be of most value.
- Further discussion touched upon the conversations on Facebook, how to ensure residents have access to the facts vs. speculation and opinion-based rhetoric.
- Bob Gibbs noted that a community civics class would be of great value, which led Joe Devine to provide historical information and plans for the next local Government Academy. The first academy had more than 150 applicants for a maximum of 25 spots, demonstrating strong interest in this Town offering. Obstacles included time commitment. Aimee Cozza addressed the potential for eLearning options and will explore what exists that the Town may be able to incorporate as an effort to make this accessible to more people through on-demand content that participants can watch on their own schedules.
- Bonnie Wright addressed the need for a Tuscan Village fact sheet to include snip-its of info / facts on sensitive topics taxpayers and residents seem uninformed on. This would serve as a reference piece, to live on the new Town site, to present facts and educate the community to foster constructive, educated conversations.

Town Representative Update

- Joe Devine addressed the added agenda item to review revisions made by Town Management to The Committee Bylaws, to which The Committee agreed with no further updates.
- Kelly Moss will present The Committee approved Bylaws for approval by The Town Council at the August 7, 2023, Town Council Meeting.
- **MOTION:** Bonnie Wright motioned to approve.
- **SECOND:** Erin Murphy
- **VOTE:** 6-0-0

- The motion passed unanimously.

Town Council Representative Update

- Bonnie Wright had no updates at this time, however, readdressed the need for a Tuscan fact sheet. Erin Murphy volunteered to do the research and draft a short piece from which we could work from.

Next Meeting – Thursday, August 17, 2023, at 5:00 PM

- There will be a presentation and discussion of Parent Square App and School District Communications from David Halpin

Adjourn

- **MOTION:** Bonnie Wright motioned to adjourn the meeting.
- **SECOND:** Bill Georato
- **VOTE:** 6-0-0
 - The motion passed unanimously.

Notes / minutes taken by: Erin M. Murphy _____

Approved: _____

Date approved: _____