

**MINUTES OF THE  
COMMUNICATIONS COMMITTEE**

**August 17, 2023**

The Communications Committee held their bi-monthly meeting on Thursday, August 17, 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:
  - Bonnie Wright, Town Council Representative
  - Kelly Moss, Chair
  - Bob Gibbs, Vice-Chair
  - Erin Murphy, Secretary
  - Aimee Cozza

**Call to Order**

- Kelly Moss called the meeting to order at 5:00 pm and introduced the Committee. Assistant Town Manager Joe Devine and Member Bill Georato were unable to attend the meeting.

**Presentation and Discussion of Parent Square App and School District Communications from David Halpin**

- Guest David Halpin from the Salem School District attended to present and discuss the school communications strategy and the new school app ‘Parent Square’.
- Topics included specific information campaigns to ensure parents receive relevant and desired information and an ‘opt-in’ model to select the communication channels which they receive the information (i.e. email, text, social media).
- Parent Square app is web and mobile, allowing parents to choose when, what, and how often information is received. Parents must complete a form at the start of the year with their email address and preferred methods of communication, including their cell phone number for emergency contact. Tech surveys are also conducted to learn what is available to students so that they are equipped with the necessary technology to do schoolwork. The app is new this fall and statistics will be available in a few months.
- The Salem School District has a need for communication outreach to inform those without kids and the community when it comes to issues that may pertain to voting and other taxpayer topics.
- The app requires a login and teachers are sharing posts via the website. The Salem School District is working with community groups as well. It does not have the option to filter out info, it’s all or nothing.
- There is a newsletter for the performing arts group, individual web pages for each school/district.

- Robust conversation revolved around how the Communications Committee and the Town overall could collaborate with the Salem School District in sharing information.
- Bonnie Wright addressed the fact that there is a divide between the school district and Town government. Bob Gibbs recommended cross-sharing information where we can, potentially adding a school section to the Town Hall Times and the school linking to Town info. Options will be explored.

### **Review of Minutes from July 20, 2023, and August 3, 2023**

- **MOTION:** Bonnie Wright motioned to approve the minutes from July 20,2023
- **SECOND:** Bob Gibbs
- **VOTE:** 5-0-0
  - The motion passed unanimously.
- **MOTION:** Bonnie Wright motioned to approve the minutes from August 3, 2023
- **SECOND:** Erin Murphy
- **VOTE:** 4-0-1 (Kelly Moss abstained)

### **Discussion of Bylaws – Town Council Feedback**

Bylaws feedback from the Town Council discussed and redlined edits from the Town Community Development Program Manager reviewed. One edit from member to member(s) in Section D.2 regarding who from the Committee may be designated to develop specific promotional or communications material(s) and work with the appropriate Town staff to create and/or edit the material(s).

It was decided to keep Section E.1 should there ever be a need to enter a non-public session.

- **MOTION:** Bonnie Wright motioned to approve the revised Bylaws.
- **SECOND:** Bob Gibbs
- **VOTE:** 5-0-0
  - The motion passed unanimously.

### **Discussion of Police Station Communications Campaign**

- Crayton Brubaker kicked off discussion of where the Town is with the new police station project and provided recent MBAC updates.
- Mid-September is planned to ramp up the campaign.
- Discussions are taking place on whether to tear down the current police station and build a new one, or to start building from the East side. Chief Dolan is looking into options for conducting police business as an interim location during the build.
- The Communications Committee may be called upon to support the Salem PD with communications for the Chamber of Commerce newsletter. QR code is not yet available, and the new Town website police station page is not fully developed with content.

### **Finalize Police Station Tour Date and Discussion of Tour of Salem Community Television (SCTV) Facility**

- **Police Station Doodle Poll – September 7: 5:00 – 6:30 pm OR 6:00 – 7:30 pm**

- Discussion around best time, based on the Doodle poll, to conduct the police station tour. Given one of the Committee’s primary goals is the police station campaign which will ramp up mid-September, it was decided that the tour of the police station could take place in lieu of our regular meeting on September 7, 2023, at 5 pm. Members of The Committee will meet at the front of the police station on that evening.
- The tour date of SCTV facility will be determined later. Crayton Brubaker to send another Doodle poll.

### **New Website Preview**

- Crayton Brubaker presented the new Town website and the Committee reviewed various pages and links. Aimee Cozza made design element suggestions as well as text reduction, where applicable and if possible, within the infrastructure.
- Robust discussion around the Stay Connected page as well as a strategy to get the word out. This included, but was not limited to polling stations, training video that could be shared via the Facebook page, adding the Stay Connected to each web page.
- The site is slow to load, and Aimee Cozza recommended reaching out to the developer now to learn why and check if they can speed that up. Suggestions were made for a photo contest to collect email addresses. More discussions will take place moving forward.

### **Town Representative Update**

- No updates other than the police station and website, as noted above.
- At this time, Kelly Moss brought up the topic of Family Fun Day and a request from the Field of Dreams team to help promote the August 26, 2023 event through a Facebook post or on the main calendar of the new site.
- This led to discussion initiated by Bonnie Wright for a potential non-profit calendar which would necessitate rules and regulations, thus tabled for a future discussion.

### **Town Council Representative Update**

- No updates currently.
- Question if the Bylaws would be on the August 21, 2023 Town Council Agenda which they will not be. Crayton Brubaker confirmed that they would most likely be on the September 11, 2023 agenda.

### **Next Meeting**

- Thursday September 7<sup>th</sup>, 2023, at 5:00 pm – Tour of Salem PD
- Thursday, September 21<sup>st</sup>, 2023, at 5:00 pm – Regular Meeting in the Knightly Room

### **Adjourn**

- **MOTION:** Kelly Moss motioned to adjourn.
- **SECOND:** Erin Murphy
- **VOTE:** 5-0-0

- The motion passed unanimously.

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

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

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