

**MINUTES OF THE  
COMMUNICATIONS COMMITTEE**

**September 21, 2023**

The bi-monthly Town of Salem Communications Committee meeting was held in the Knightly Meeting Room at the Salem Town Hall, on Thursday, September 21, 2023, at 5 pm.

**PRESENT:**

- Crayton Brubaker, Community Development Program Manager
- Guest Fred Young, Editor, The Evergreen Newspaper
- Committee:
  - Bonnie Wright, Town Council Representative
  - Kelly Moss, Chair
  - Bob Gibbs, Vice-Chair
  - Erin Murphy, Secretary
  - Aimee Cozza
  - Bill Georato

**AGENDA**

**Call to Order**

- Chair Kelly Moss called the meeting to order at 5 pm with introductions followed by the Pledge of Allegiance.

**Discussion with Fred Young and Kim Abare re The Evergreen Newspaper**

- Fred Young, Editor of The Evergreen Newspaper, presented an overview of the publication, its history, and future possibilities.
  - Kim Abare unable to attend due to traffic.
- Paper launched July 2022 as a 16-page paper and has grown into a 48-page publication with 6k papers distributed via mail, digital, and 3k select locations.
- Main locale is Pelham (free) with expansion into Salem, Windham, and Hudson. Advertising covers distribution costs.
- Evergreen would appreciate support from the Town with distribution opportunities, e.g., Town Hall, Senior Centers, etc.
- Opportunity for Town of Salem (consider Salem Police Department feature) and citizens (Letter to the Editor) to provide editorial content.
- Advertising opportunities and rates provided.
- Publication is mailed last week of month preceding issue date. Eight of month prior is the deadline for editorial content.
- Town Communications committee requested information on split between household and business distribution.

### **Review of Minutes from August 17, 2023, Meeting**

- **MOTION:** Bonnie Wright motioned to approve the minutes from August 17, 2023
- **SECOND:** Bob Gibbs
- **VOTE:** 5-0-1

Bill Georato abstained due to having been on vacation.

### **Review of Minutes from September 7, 2023, Meeting**

- **MOTION:** Bonnie Wright motioned to approve the minutes from September 7, 2023
- **SECOND:** Erin Murphy
- **VOTE:** 6-0-0

The motion passed unanimously.

### **Chair Comments**

- Kelly Moss announced Salem Schools Special District Meeting to be held on Tuesday, September 26, 2023, in the Seifert Performing Arts Center of the Salem High School to approve the allocation of unanticipated funds to replace the existing restrooms and storage facility at Grant Field, encouraging citizens to attend.
- Also addressed was the upcoming Salem Scramble to be held on Saturday, September 30, 2023, at the Salem High School field and Kelly requested a volunteer from the Town Communications Committee be on site to collect sign-ups for the Town Hall Times and generate awareness for the SPD new station. Bill Georato volunteered to attend.

### **Discussion of Town of Salem “Access Flyer”**

- The above led nicely into discussion of the Town of Salem Access Flyer Committee Secretary Erin Murphy drafted and introduced.
- The objective is one flyer with links / QR codes and info on everything Salem. This includes how to sign-up for Town Hall Times and Podcasts, visit the new Town website, and list Salem Television channels to watch live and on-demand Town meetings and events. This will serve as a leave behind in public places, e.g., library, Town Hall, Senior Centers, etc. and spread awareness.
- Kelly addressed the need for this to come from the Town, not the Committee, thus approval will be needed through the Town Council for distribution.
- Budget was discussed and the Committee agreed upon a 1k budget request for any printing needs. Bonnie will take this to the Town Council and requested Crayton look toward adding this as an agenda item at a future meeting.
- Crayton to share the copy and vision with Aimee who will design the piece for review.
- Bob recommended this flyer be sent to all local papers.

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

- Discussion centered on the Committee tour of the SPD and next steps for the campaign. Bonnie addressed a donation from Sonny Tylos to print 1000 stickers for voting and one design of a 2-sided, 4-color business card and Committee shared ideas on content.
- Kelly suggested buttons rather than stickers. Consensus among the Committee was acknowledgement that cost for production would pose an issue.
- Ideally the business cards would be great to have for the October 15, 2023, Harvestfest at Saint Mary Queen of Peace where the SPD will have a table to promote the new station. Timeline is aggressive, but possible. In lieu of an image of the new police station design, Erin suggested using the SPD patch on the front with the QR code and minimal copy given the size and intent on the reverse.
- Erin to work with Aimee and Crayton on creation with approval from Chief Dolan of the SPD when finalized.
- Kelly brought up potential vendors to donate signage as we get closer to voting time. Discussion will be ongoing.
- Town website page specific to new SPD station is live. Aimee recommended photos be added to the page as visuals would support the stats and possibly get more attention.
- Erin brought up again the potential for social clips of SPD officers speaking to policing and what the Salem community means to them with the goal of making it personal to connect with citizens.
- The Committee agreed that everyone should encourage citizens to take a tour of the station to see firsthand the conditions they work in.
- Bonnie addressed the critical issue of attracting and retaining law enforcement talent. It is the conditions in addition to the station not being up-to-date or able to meet the needs of modern policing.
- MBAC update on the SPD station design plans and status was requested for the next Communications Committee meeting.

### **Conservation Commission Request – Town Forest Clean Up Day – October 21<sup>st</sup>**

- Crayton presented the need for a flyer and graphic for the site to promote the Town Forest Clean Up Day.
- Press Release from May 2022 was shared as an example and to be referred to for content development.
- Erin to draft copy and share with Aimee and Crayton. Aimee to design.

### **Town Representative Update**

- Crayton addressed ongoing web improvements and enhancements.
- Erin requested site analytics for the next Committee Meeting to review.

### **Town Council Representative Update**

- Bonnie reiterated that the Communications Committee Bylaws were approved by the Town Council at the September 11, 2023.

**Next Meeting**

- Thursday, October 5th, 2023, at 5:00 pm, Knightly Meeting Room, Town Hall.

**Adjourn**

- **MOTION:** Bob Gibbs moved to adjourn the meeting at 6:05 pm.
- **SECOND:** Erin Murphy
- **VOTE:** 6-0

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

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

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