

**MINUTES OF THE
COMMUNICATIONS COMMITTEE**

October 12, 2023

The Communications Committee held their bi-monthly meeting on Thursday, October 12, 2023, in the Knightly Meeting Room of the Salem Town Hall, Salem NH at 5 pm ET. Note that the originally scheduled October 5, 2023, meeting was moved to this date due to lack of meeting room availability.

PRESENT:

- Chief Joel Dolan, Salem Police Department
- Crayton Brubaker, Community Development Program Manager
- Committee:
 - Joseph Devine, Assistant Town Manager
 - Bonnie Wright, Town Council Representative
 - Kelly Moss, Chair
 - Bob Gibbs, Vice-Chair
 - Erin Murphy, Secretary
 - Bill Georato

AGENDA

Call to Order

- Kelly Moss called the meeting to order at 5:00 pm and noted date for the record then introduced The Committee followed by the Pledge of Allegiance. Committee Member Aimee Cozza was not in attendance.
- Chair Moss addressed the agenda addition to include Chief Dolan and moved the police station agenda up with respect for his time.

Review of Minutes from September 21, 2023 Meeting

Chair Moss addressed two errors in the Meeting Minutes, noting her surname incorrect in the motion to adjourn the meeting, and that Bob Gibbs made the motion to adjourn the meeting, Erin Murphy seconded.

- **MOTION:** Bob Gibbs motioned to approve the minutes from September 21,2023
- **SECOND:** Bonnie Wright, noting when amended.
- **VOTE:** 5-0-1

Discussion of Police Station Tour and Communications Campaign (with update from Chief Dolan)

- The primary objective for the SPD remains getting the word out about the new police station to Town residents.

- There has been positive feedback on the flyers written and designed by members of The Communication Committee and Town personnel.
- There have been approximately 60-70 civilians who have toured the current station to date. There are 10 spots available per tour and there have been six-seven attendees in each.
- The first meeting regarding the police station budget was held on October 11, 2023. No cost is available yet and is expected over the next couple of months.
- Interviews for a Construction Manager have been conducted and a candidate has been selected.
- Conceptual packages expected October 13, 2023, and the Town, Salem PD, and newly retained Construction Manager will meet the week of October 16, 2023.
- The SPD and Town will host an open forum night, date not yet confirmed, when citizens can ask questions and information on the history, current station status, and new station plans will be given.
 - Bill Georato mentioned that a citizen at the Salem Scramble thought the new fire department was ahead of the new police station. Councilor Wright reiterated the Salem PD station is the top priority and land is pending for the new fire station that will be next on the Town Council initiatives.
 - Bob Gibbs asked if the Salem Fire Department would be present as well, suggesting it would be valuable to present a united front.
- Erin suggested recruiting a civilian task force comprised of neighbors, friends, families, local business owners, to spread the word in their respective areas of town. Also suggested was a call to action the night of the forum, inviting those citizens interested in engaging others in the community to volunteer.
- Chair Moss addressed that there will be a need for lawn signs and other signage around the Town.
- Councilor Wright mentioned the SPD business card size promotional piece that is with the printer and will be available soon, as well as the future stickers, copy and design TBD, that the printer will donate. Chair Moss questioned the distribution plan and Chief Dolan responded that the plans include identifying citizens who are engaged and getting promotional materials in the hands of those engaged citizens.
- Councilor Wright asked for confirmation that the SPD can accept donations from citizens. Chief Dolan confirmed that as correct and impact fees that may be able to be used, there are possibilities.
- Chair Moss asked about risks and timeline for Warrant Article. SPD is confident that the TGAS conceptual plan will be accepted.
- Councilor Wright reiterated that any deliverables are approved by the Town prior to printing and distributing.

Chair Comments

- Chair Moss received an email from a citizen who found a link on site that wasn't working, and she worked with Crayton to get it fixed. Great example that we are making an impact and citizens are engaging with us. Expressed thanks to the citizens.
- Hazardous waste day is October 28, 2023, and the link is fixed to learn more.

- The vote with the School Board that many expressed disappointments that they weren't aware of it. Chair Moss asked if a member from the School Board has been confirmed to come and present to the Communications Committee. There is none to date and Crayton is working to secure someone.
- Requested update on Windham Independent and Salem Life request to present to The Committee. Crayton reached out and will be scheduling a date when confirmed.

Salem Scrabble Recap

- Bill Georato represented the Town of Salem Communications Committee at the September 30, 2023, Salem Scramble.
- The event was slow to start, however, our presence made a positive impact with access flyers being most popular. The colorful balloon drew people in.
- Many already knew about the new website and feedback was positive except for one citizen who found it difficult to find out what is happening with the senior center. Bill resolved on site.
- Most did not know about the podcasts and were interested in learning about that.
- Citizens are happy that all these Town communications are free of charge.
- Bill suggested a new banner for future events, as well as two Committee Members being on site to support events.
- The Communications Committee was invited back for the 2024 event.
- Discussion ensued and Erin volunteered a spreadsheet of local events that she keeps. This is a living document. Plug was made for St. Mary Queen of Peace Harvestfest taking place on Sunday, October 15, 2023, from 12:30 PM – 4:30 PM. Erin has booth for non-profit where she will promote the new police station via flyers and encouraging them to sign-up for a tour on site at the SPD booth, as well as the Town access flyers. The SPD will also have a booth at the event. Also discussed was communication and promotion at polling stations for the four upcoming elections, Chair Moss asking if we have confirmation on what is possible, as well as distribution of flyers around the Town. The Presidential Primary will be first where we can heavily promote the new police station. Bob Gibbs recommended getting buy-in from the School Board with sports season and school events heavily attended and a great opportunity.
- Joe Devine confirmed flyers will be in the Town Hall and additional tactics to communicate.
- Councilor Wright expressed thanks to Members of The Committee and Town for their work to date on promotional materials.

Town Representative Update

- Continual enhancements to the new site. The 2024 Town Manager's Proposed Budget has been uploaded and is available on the Town website.
- Podcasts soon to resume recording. Joe Devine and Ross Moldoff pre-recorded many podcasts, which are released every other Wednesday. They are beginning to record again to ensure that there is a steady stream of new, fresh content for the podcast.

- Potentially revamping The Town Hall Times, moving to a standalone website that will be news related to the Town, and opened to the School District, as well. This will keep info relevant and current. Timeline TBD, estimated start of 2024.
- Councilor Wright stressed the importance of consistency in releasing Podcasts and The Town Hall Times. Joe Devine confirmed.

Town Council Representative Update

- The Town Council is in budget season. No other updates.
- Erin Murphy followed up with a question on the status of our previous request for budget. Joe Devine confirmed there was no budget set aside for the Communications Committee due to the timing of budget planning.
- Councilor Wright has a budget meeting on Monday and requested direction on the ask. Chair Moss confirmed the needs, e.g., flyers, posters, etc.
- Bob asked about reaching out to the schools for possible printing support. This has not happened yet.
- Budget request amount discussed, and the Committee agreed upon \$2,000.
- Erin recommended giving examples of what has and can be done. Joe confirmed that detail is needed to outline how the money would be used. Erin offered to draft the pitch and requested print costs from Joe to include. Erin will write up the substantiation and send it to Bonnie, Joe, and Crayton by Monday, October 17, 2023.

Next Meeting – Thursday, October 19, 2023, at 5:00 PM

Adjourn

- **MOTION:** Erin Murphy motioned to adjourn.
- **SECOND:** Bonnie Wright
- **VOTE:** 6-0-0

Notes / minutes taken by: Erin M. Murphy _____

Approved: _____

Date approved: _____