

**MINUTES OF THE
COMMUNICATIONS COMMITTEE**

October 19, 2023

The Communications Committee held their bi-monthly meeting on Thursday, October 19, 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
 - Bill Georato

AGENDA

Call to Order

- Chair 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.

Review of Minutes from October 12, 2023, Meeting

Vice-Chair Gibbs noted need to correct the word ‘Scrabble’ to ‘Scramble.’

- **MOTION:** Bob Gibbs motioned to approve the minutes from October 12, 2023, with amendment.
- **SECOND:** Bonnie Wright
- **VOTE:** 5-0-1 (Aimee Cozza abstaining)

Chair Comments

- No specific comments other than mention of the Salem Fire Department Open House on Sunday, October 22, 2023, from 10:00 AM – 2:00 PM and Aimee Cozza reminded the Committee about the Town Forest Cleanup Day on Saturday, October 21, 2023, from 9:00 AM – 12:00 PM, rain date Sunday, October 22, 2023, from 09:00 AM – 12:00 PM.

Salem Community Event List

- Secretary Murphy spoke to the event calendar she is keeping, a living document capturing events happening in and around Salem, NH. The calendar has potential to be both internal and external facing and will serve to inform The Committee of local events

that they could attend to promote Town of Salem initiatives, e.g., new police station, access flyer, and other information deemed important to the community.

- A robust discussion followed and explored how we could expand the reach and what best practice should be for which events to include and share, process for updating, potential shared location for The Committee to access (i.e., OneDrive, Google Docs, etc.), where to post for the public as well as the criteria that should be set for public requests to add events and hosting opportunities on the Town of Salem web page.
- Secretary Murphy will draft criteria for review at the next Committee Meeting and Crayton will investigate best practice of other communities.

Police Station Campaign

- Councilor Wright confirmed that the business card size promotional piece for the Salem Police Department (SPD) station has been printed and is enroute to the Town Hall. Sonny Tylus, the printer, generously increased the quantity from 2500 to 3000.
- Discussion ensued on where to distribute these cards, including but not limited to the Town Hall, at elections, at the police station for distribution at their community events, the Communications Committee, senior center, etc.

Town Representative Update

- Crayton confirmed that the SPD project page is live on the Town of Salem website.

Town Council Representative Update

- Councilor Wright provided an update that The Committee's requested \$2000.00 budget was approved by The Town Council and now moves to the Budget Committee for review.

Other

- Vice-Chair Gibbs shared estimated pricing costs for printing the following items:
 - 24 x 18 posters – 50 - \$474
 - 24 x 18 posters – 100 - \$641
 - Wire stands / signs = \$1.25 each
- Discussion around potential SPD budget for promotion of the new station as well as possibility of citizen volunteers who may be willing to make monetary contributions to the campaign. Budget will be needed for other initiatives, example of the access flyer developed, that would not fall under the new police station but are critical to getting information out to the public. This will be discussed further pending the outcome of the Budget Committee review of The Committee's requested budget.
- Vice-Chair Gibbs next addressed the opportunities we have with local newspapers and what content we should consider for submission.
- Chair Moss would like to explore her idea for Committee heads to draft briefs following meetings summarizing key information for the public. This request would come from the Town Manager or Town Council. To be discussed further at the next meeting. In addition,

she would like to see an article / press release on the newly formed Communications Committee and the charter set forth to The Committee by The Town Council. This should contain a call to action for the public to engage and become involved in our community as well as an invitation to reach out to The Committee with feedback and requests for how they would want to receive information.

- Secretary Murphy will draft the press release for review at the next meeting.
- The final discussion centered around the School District, including how we can tap into them to share Town information, uniting both and bridging the gap. Crayton confirmed that there will be a WordPress site for the Town estimated to go live early in 2024.

Next Meeting – Thursday, November 2, 2023, at 5:00 PM

- Chair Moss made the request to reschedule the School Board Member who was originally scheduled for this October 19, 2023, meeting.
- Vice-Chair Gibbs confirmed that he would follow up with the Windham Independent to present at a future meeting.
- Crayton will follow-up with Salem Life to schedule a presentation, as well.

Adjourn

- **MOTION:** Bob Gibbs motioned to adjourn.
- **SECOND:** Bonnie Wright
- **VOTE:** 6-0-0

Notes / minutes taken by: Erin M. Murphy _____

Approved: _____

Date approved: _____