

Hampstead Communication Committee

Date: 03/31/2020 6 PM

Minutes: Matt Gillette

Zoom Meeting

Attendees:

M. Gillette, J. Lacasse, D. Meyer

Meeting Minutes:

2. Call to Order

- 6:05 pm M. Gillette called the meeting to order

3. Opening Remarks

- Overview of the RTK checklist.
- Role Call: all attendees listed above were present and had no other persons in the room.

4. Old Business

- Discussion of town Facebook page
 - Rather than a facebook group, D. Meyer suggested we instead focus on the town website and improving the structure, content, and helping other boards/committees generate their own content. We'll set up a working session with the BOS to get some feedback as well as offer suggestions for plans going forward to ensure that timely information will be there (alerts/announcements), as well as ensuring other important info is easily found.

5. New Business

- Stats about current facebook group, town website, cable channel
 - M. Gillette suggested that we gather some usage statistics regarding the various resources that residents use to get their information. We identified 1) the two separate community facebook groups, 2) town website visitor analytics and email list counts, 3) local town channel cable viewership and streams for the various videos, 4) Carriage Town News distribution. Once we have the data gathered, we can make a plan around how to most efficiently disseminate information.

6. Other Business

- We received interest from a community member to join the committee. They will be directed to the BOS to formally submit their information.

Next meeting April 28, 2021 6 pm