

Hampstead Communication Committee

Date: 06/8/2020 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

- None

5. New Business

- Town Newsletter
 - Be a centralized place where people can get information, in a hub & spoke model. The newsletter can be the hub which will link out to the other information.
 - Going to be inherently hard due to the nature of people - deadlines, getting content, etc. could be a problem sometimes
 - Data retention policies? Is archiving the newsletter on the town website good enough?
 - Matt to reach out the BOS/Laurie about it
 - How do people sign up?
 - Do we want to go purely digital or do print as well? How do we get the paper format? Matt to touch base with BOS about how to do the print version, or if they have ideas about how to generate them efficiently. Testing out print versions might be ideal - 50 copies at a time in various places, for example.
 - How do we make it so we aren't just generating advertising content for businesses? Possibly only give info from Boards/Committees... maybe non-profits (this is the slippery slope).
 - Possibly give sponsorship opportunities which could pay for print versions. But overall, this isn't a newspaper.
 - Let the BOS/town decide how we want to do this.
- Town Website content
 - Let's check out Google Analytics to see what the top pages are - are they being appropriately highlighted? Matt will send out GA reports to see what the data tells us.
 - Reorganize the Residents section first: let's get the best information front and center and in more intuitive places.
- Library as a cooling center

- How do we get the info out? Could this be a case for needing an official town facebook page? Is the town website alert enough? What else can we do? We rely on non-official people posting official news on facebook, which doesn't fully seem like the best way to disseminate news. We can't/shouldn't rely on random social media.
- If this is a town news piece, how do we as a town alert people? Do we have an emergency response plan?
- Could we have a town text alert system? The school uses a dialer, can we replicate this service for the town?
- For example, the Colby Corner propane leak... how do we alert people about this?
- Matt will touch base with BOS to see what we could do
- Carriage Town News
 - We (the town) need to just submit stuff, aka make more of an effort to pass along appropriate content.

6. Other Business

7. Adjourn

- The meeting was adjourned at 6:46pm