

Town of Shirley

COMMUNICATION COMMITTEE



7 KEADY WAY – SHIRLEY, MASSACHUSETTS - 01464-2812

April 19, 2018

Members Present: Alexandra Begun, Mary Ellen Jones, Melissa Lynch

Selectman Liaison Present: Holly Haase

Alexandra Begun called the meeting to order at 7:02 p.m.

Minutes

Discussion was tabled until the next meeting, April 30. Future minutes will be uploaded as drafts to the website for review.

Board of Selectmen's meeting recap

Melissa Lynch provided an overview of her presentation to the BOS at its meeting on April 9. She said that selectmen Rico Capucci and Holly Haase were appreciative of the committee's work. Interim Town Administrator Rocco Longo offered assistance with future projects.

The committee discussed sending out a one-off e-newsletter giving an update on the Town Administrator search process, including information on what's happened, where the search is now, and what happens next. Holly suggested seeing if it would be possible to hold public forums or meet-and-greets with the final candidates.

Spring Outreach

Our spring outreach event will be May 19 in the municipal complex area. Mary Ellen read a draft letter to invite nonprofits and committees to participate. Aly will create a poster, which could be sent home in students' backpacks and hung at places like the hardware store, post office, and other stores.

Melissa brought up the possibility of creating a specific Facebook page for the Communications Committee.

Website Training

The committee decided to put this off until after the Annual Town Meeting.

Communication and Social Media Plan

Further discussion is tabled until after Annual Town Meeting.

Letter to Chair of the BOS

Melissa previously had mentioned sending a letter to the chair of the BOS stressing the need for open lines of communication between the board and CommComm. This idea has been tabled for the time being.

Communication Survey

The committee discussed sending out a survey to e-newsletter subscribers to find out the ways people want to receive information. We'd need to do a print survey as well. For the next meeting, members will think about questions to ask on the survey.

Unforeseen Business

Aly noted that Gaynor Bigelbach has resigned from CommComm due to her work schedule. We regretfully accept her resignation and will miss her!

Melissa asked about the possibility of the committee helping out with the ATM warrant, to try to prevent issues like those that have come up in the past, with people complaining about the lack of information. Holly said this year she created a template and it should be easier to read, but proofreading help would be fine, if possible.

Mary Ellen moved to adjourn; Melissa seconded; the vote was unanimous. The meeting adjourned at 8:08 p.m.

Respectfully submitted,

A handwritten signature in cursive script, reading "Melissa A. Lynch".

Melissa Lynch, clerk

Date accepted: April 30, 2018