

Present:

Heather Bout

Pat Nelson

Laurie Hunter

Joel Gagne, guest

Karlen Reed, observer for LWV and PEG Access Committee

Ms. Bout called the meeting to order at 2:38pm.

There were no public comments.

Ms. Bout introduced Joel Gagne, resident and school communications professional who has offered to provide advice. The committee discussed the communication plan and asked advice of Mr. Gagne.

Advice included:

- Consider polling to understand community's commitment to various desires
- Use other platforms (Twitter, Facebook, Instagram)
- Use videos, including very short clips
- Micro-targeting of messaging to various demographic groups
- Focus messaging on specific topics (i.e. Taxation, education, sustainability)
- Make information digestible
- Messages should be pushed out, not just on website
- Messaging in bite-sized pieces
- Consider creating a prospectus (distribute by mail or mailed link)

The committee discussed Mr. Gagne's suggestions, including possible logistics for creating short video clips and utilizing social media more regularly. Karlen Reed provided information regarding the possibility of support from Minuteman Media Network. The committee discussed the two stages of communication: two-way during the design development phase, then outbound-focused as we approach a Special Town Meeting. Videos could be used both early and late.

Next steps:

- Ms. Bout will work on a draft plan for utilizing social media, to be considered by the committee.
- Ms. Bout will look into possibilities for creating some short videos.
- The committee will re-convene when we have enough information to discuss a proposed plan.
- Mr. Gagne offered his help in planning.

Ms. Nelson moved to adjourn at 3:43pm. Ms. Bout seconded. Approved unanimously.
Approved: 2.6.20