COMMUNICATIONS COMMITTEE MEETING MINUTES
March 17, 2011

Attending:

Councilor Kristen Hornbrook	*Sally Leete, resident*
Town Clerk Denise Hodsdon	*Kympton Lovely, resident*
Councilor Andre Cushing	*Councilor William Shakespeare*
Town Mgr. Susan Lessard	*Mark Pierce, Paper Talks*

1. Minutes from 2-23-2011 – *The minutes were reviewed by the Committee – no corrections were noted.*
2. Old Business
   a. Broadcast Equipment Update – *Town Clerk Denise Hodsdon updated the committee on the installation of the digital equipment that had been installed and the training that she had received on it. It appears that the transition has gone very well with no real down time between the removal of one type and the installation of the updated equipment.*
   b. Live Streaming Update – *Councilor Cushing indicated that he had not received the information from Access AV as to the cost of providing the live streaming option for those who do not have Time Warner Cable. He indicated that he would have that information available for the next Communications Committee meeting.*
   c. Review Local Program Development Plans...Status and Update – *Councilor Cushing provided some historical information about the way that the Town had done programming for shows in the past. It was the consensus of the Committee to seek volunteers to help with new show ideas and to act as hosts/hostesses. The Committee also discussed Hampden Highlights Day which had been held in prior years to try and connect residents with the civic organizations in the community. It was suggested that the Children's Day Committee invite these groups to participate in Children's Day as a way of getting the groups more visibility.*
   d. Paper Talks – *The Committee discussed the subject of making a recommendation to the full council in regard to the purchase of an ad in the Paper Talks magazine. Councilors Shakespeare and Hornbrook indicated that while they had respect for the magazine, that they were not in favor of funding an ad at this time due to the budget constraints facing the Town and the need to look for ways to save. The Committee voted not to recommend the purchase of an ad to the full Council.*
   e. Newsletter Update/Ideas – *The Town Manager provided a list of articles that were being considered for the upcoming edition of the newsletter. The goal is to get the Newsletter out the first week in April.*
3. New Business
   a. New Member to fill 3rd seat – *This item will be on the agenda for the 3/21/2011 Council meeting. The Mayor will seek an interested Councilor to replace former Mayor Arnett.*
   b. Recent resident ideas/Website Updates – *Councilor Hornbrook discussed two emails that she had received with suggestions for communications*

improvements. The first was from Bernard Philbrick and he suggested that the Town put a sign in front of the Town Office to announce meeting dates/times. The second was from Kympton Lovely who suggested that the Town send out a weekly email update letting people know what meetings were scheduled, what committee had vacancies, etc. The Committee discussed both ideas and agreed that implementing the sign idea by use of the Public Safety notice sign and sending out a biweekly news update would be a good idea as well. The Town Manager will prepare a notice to go in the newsletter that encourages people to sign up with their email addresses for the biweekly news update email.

4. Public Comments – *Kympton Lovely explained his idea for the email news update piece and agreed to submit a list of items that he believed would be good to include. Sally Leete discussed the idea of a community yard sale to be held in conjunction with Children's Day as a way of getting even more people involved.*
5. Committee Member Comments
6. Adjourn – *The meeting was adjourned at 7:15 p.m.*

Respectfully submitted –

Susan Lessard
Town Manager