



## **Communications Committee – 5/26/15 Meeting Minutes**

Present: Lynn O'Brien – Chair, John Barrington, Susan Dillon, Heidi Michel, Laurie Wilhoit

Absent: Jim Dalbec, Nikki Bilbrey, Larry Bowman, Lucy Prouty

***The mission of the Communications Committee is to enhance the internal & external communications and expand awareness of the programs, benefits & services offered by Ela Township***

### **Sub-Committee update:**

#### **Newsletter –**

- Lynn will pull together an options cost/report that will include a “newsletter” option. To be reviewed at next sub-committee.
- Heidi to get new pricing bids for smaller Township directory

#### **E-mail blast –**

- E-mails are up to about 850
- Reviewed topics for June as well as future months
- Reviewed statistics report Laurie provided – our “opens” are at a good % and a lot of people are clicking through to the website. ☺

#### **Website –**

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#### **Facebook –**

- We have about 6 Township Facebook pages – Youth, Social Services, 55+, Assessors office, general, Historical Society. Decided to have everyone bring their “in-sights” page for us to review at next communications meeting.
- Reviewed some old business in regards to a policy for social media. Laurie to send us what she has and we will work from that.

#### **New Business –**

- Laurie’s contractual agreement ends this month & she will meet with Heidi to transition duties. Thank you Laurie for all your dedication and direction in assisting us with increasing community communication.

**Next Meeting: Tuesday June 30, 2015 11:00 Town Hall**

Meeting adjourned – 11:50am