

**Town of Somerset
Communications Committee Meeting Minutes
Thursday, July 13, 2023**

5:00 p.m.

Zoom:

<https://us02web.zoom.us/j/83573929274?pwd=S3Z3RFITeINUZIF3NmXHZmJXZDVBdz09>

1. Call to order

- Attendance:

Committee members present: Committee: Leslie Caplan, John Barry, Cinzia Furlanetto, Debbie Heller (Council member), Ilene Heller, Barbara Marenus, Joanne Steller

Town Hall and Town Council representatives present: Debbie Heller (Council member), Matt Trollinger (Town Manager), E.J. Hardwick (Deputy Town Manager)

- Committee approved agenda of current meeting
- Committee approved minutes from last (June) meeting, with the following revisions:
 - Civic Plus continues a month-to-month contract for web services
 - Revize provides staff training
 - Section on Newcomers: Ilene will receive newcomers names from Phyllis, call each one and ask if they'd like their names included in the Journal. (The issue of providing newcomers' introductions in the Journal appears to be an option, not something Ilene will do or promote.)
 - Corrected grammar in section on Lecture Series

2. Finalization of the new Somerset website, with input and presentation by the Town Manager and Deputy Town Manager

- a. The committee suggested corrections to the updated draft website, including:
 - Button on home page should read New Residents (plural; currently it's resident)
 - Replace the word "enclave" with community in the Welcome and anywhere else Somerset is described.
 - The video on the pool page is an old one
 - The Regulations section does not include the gas blower regulation. This text can be picked up from the Noise Reduction section and repeated under regulations
 - The Resource Guide will be added to the site. Leslie is to send the Deputy Manager the digital file.
 - Replace the word "enclave" with "community"
 - Remove the period at the end of the Town motto on the home page

- b. Members of the Communications Committee will review the draft Town website for other edits, changes, or corrections they see. They will email their suggestions to Joanne Steller @ jbsteller5407@gmail.com by noon Tuesday, July 18th. Joanne will collate all committee comments and send one document to EJ by Wednesday, July 19th
- c. The plan is to obtain final Council review at its work session Monday 7/24 and go live later in that week, preferably mid-day and before Friday.
- d. The committee reviewed the Town's new social media program that EJ has developed.
- e. The committee discussed, with the Town Manager and the Deputy Town Manager, the necessity of finding a way to post the Town Directory (not currently included on the site) and other personal/sensitive information on the website while maintaining confidentiality. Access to this type of information will be protected by passwords.\
- f. The committee also discussed how news of the website launch will be shared with Somerset residents. Leslie will include an announcement in the August issue of the Town Journal, and EJ will write an article for the September issue.

3. Somerset Lecture series

- a. At the next meeting, the committee will discuss the structure of the series, the choice of speakers, communications with potential speakers, and times for the series.
- b. Leslie will check with the Equity and Inclusion Committee any possible plans they might have for a similar series of events.

4. Journal submissions from Council

- a. Leslie anticipates that the August issue of the Town Journal will be finalized in the next week or so. As of now, there are no submissions from Town Council members.
- b.

5. Adjournment

The meeting adjourned. The next meeting is scheduled for Monday, August 14, 5:00 pm