

Town of Somerset
Communications Committee Meeting Minutes
Monday, September 11, 2023
5:00 p.m.
Zoom

1. Call to Order
 - a. Attendance:
Committee members present: Leslie Caplan, John Barry, Ilene Heller, Joanne Steller
Town Hall and Town Council representatives present: Debbie Heller (Council Member), Matt Trollinger (Town Manager), E.J. Hardwick (Deputy Town Manager)
 - b. Approved Agenda of Current Meeting
2. Approved Minutes from Last Meeting (July 13, 2023)
 - a. Announcements
 - i. Resignation of Barbara Marenus from the committee. Matt Trollinger will discuss opening(s) with Mayor
 - ii. Date for next meeting: Oct 9, 5:00
3. Update on new Town website: Deputy Town Manager
 - a. The Deputy Town Manager pointed out that he contributed an article on the website in the most recent issue of the Town Journal. He reported that he has received positive informal feedback. He also reminded the Communications Committee of the need to develop the Committee's page on the website. Other committees also need to update their pages. He said that he is working on "background changes" such as improving navigation, and would soon be creating resident accounts and passwords to provide access to confidential information, such as the Town Directory, on the site.
 - b. The committee discussed the need for coordination of calendars across Town publications; this discussion will be continued during the next committee meeting.
4. Committee Charter: the committee reviewed the committee charter
5. Coordination with Newcomers Committee
 - a. The Newcomers' Party was held on September 10. John and Pat Barry stuffed the goodie bags, which included copies of the Town Journal. The Mayor invited Leslie to discuss the Journal at the party.
 - b. Inclusion of newcomer information in Town Journal: Ilene will check with Linda and/or Phyllis for a listing of newcomers.
6. Town Journal review of recent changes
 - a. Now includes "On the Docket" feature, written by Matt Trollinger. Matt reported that articles by Council Members might focus on higher-level discussion of issues before the Council.
 - b. Now available on the Somerset website
7. Lecture series
 - a. Leslie reported that she had discussed the idea of the series the Chair of Equity and Inclusion Committee. She saw no overlap in activities, but reminded this committee to remain aware of equity and inclusion issues in the selection of speakers
 - b. Structure of the series:
 - i. Debbie suggested that we begin with quarterly events, providing a mix of weeknight and Sunday afternoon events, at least for the first year.
 - ii. The committee suggested that scheduling brownbag lunches are also an option.
 - iii. The committee discussed that events should not be scheduled during spring holidays and "heavy duty" summer periods

- iv. The committee discussed the first two possible speakers: Amy Hoang-Wrona, Jeff Nussbaum
- c. The committee still needs to finalize the speaker list, communications with speakers, event times, how to publicize the events, and a name for the series (“The Somerset Series,” or a variant, used in 1982?)
- d. Meeting adjourned at approximately 6:15 pm.