

Communication Advisory Committee Minutes  
January 14, 2020  
**Minutes**

PRESENT: Lauren Willens, Dave Welch, Jeff Samoray, Will Butler, Ilene Cantor, Chera Reid, Erin Walker, City Manager Amy Sullivan, Communication Consultant Lynne Golodner

ABSENT: None

1. **Committee member introductions** – This was the first meeting of the reconstituted Communication Committee so each member introduced themselves.
2. **Appoint a chairperson and minute taker** – This was postponed until after the Committee has met a few times. Amy Sullivan will take minutes until a minute taker is appointed.
3. **Set meeting schedule for 2020** – the meetings will be the third Tuesday of the month at 7 p.m. at City Hall unless there is a conflict with another meeting and then an alternate date will be set. Amy Sullivan will prepare a schedule and send it to the Committee.
4. **Review charge of the Committee** – Amy Sullivan shared the wishes of the City Commission for the Committee to be more active and provide recommendations on how the City's communication efforts can be more effective and reach more residents.

The Committee members shared their thoughts of the City Commission charge.

Chera – felt it was important to know who the audience is for each of the communication platforms and to review if there were alternate modes of communicating that weren't being used. Lynne informed the Committee that as the City's communication consultant, she had prepared an audit of the City's communication platforms and it will be shared with the Committee.

Ilene – wondered if the City had recently conducted any brand research or surveyed residents to find out what was important to them. She relayed an opportunity she saw to promote HW via the baseball caps that pool staff wore. The Recreation Department felt that the hats should be worn only by staff and didn't provide an explanation why. These are the types of promotions that should be encouraged by the City to promote the City's brand and image. There was discussion on whether the current logo is due for a refresh. This is the current logo:



Will – felt that the website needed to be updated to make it more functional and prioritize information based on resident’s needs. He was interested in the audit to see how the City currently communicates to help form long-term objectives. This is important to show the City’s “face” to the world.

Chera – the new election law changes is a good opportunity to look at effective ways to get that message out.

Lauren – felt that the Search tool on the website was very important and residents should be able to get to information with minimum clicks. She would also like to more online services like the Recreation registration that is online but only after registering in person. Can that be streamlined and made 100% online? With regard to the logo update discussion, perhaps sub-logos could be created for the departments if updating the main logo was to be challenging.

Jeff – he felt that crisis communication is a very important part of communications and needs to be looked at as part of the process. He also questioned who should be putting out the communications. Currently a lot is done by the City Manager and is that the most efficient use of her time? One of the demographics that needs attention is the older adult population for those that are not comfortable with electronic communication.

Lauren – the Committee should consider a survey of residents to see what is the most effective communication tool for each demographic.

Dave – he also agreed that input from residents on what they prefer and want in terms of communication was a good place to start. In some of his previous jobs, he felt it was important to get input from constituents through face to face interactions and not to rely solely on online surveys.

Ilene – another role of the Committee might be to write a regular column in the newsletter to keep residents apprised of their efforts.

Jeff – one platform that should be discussed is NextDoor even though it is not a City platform, it still can be useful and other times, needs to be managed because of misinformation.

5. **Public participation** – Clare Galed explained that the current logo was done through a Committee and it was approved by the City Commission. Gail Linden said that the active group of seniors that meets regularly at the Recreation Center relied on the City signs to get information from the City, as well as the newsletter and 60+ newsletters. She pointed out that the cable channel slides needed to be kept up to date. Gail also felt that it was important for the City to be able to write successful grant applications and since the committee had so many members with writing experience, perhaps they can assist with that.

6. **Adjournment** – the meeting was adjourned at 7:50 p.m. The next meeting is February 18, 2020.