

## Notes from 6/19/14 Communications Group Meeting (Envision Barrington)

**Meeting held at:** 8 Oakhill Road, Barrington, 6 – 7:45PM

### **Attendees:**

- Jackie Cilley
- Steve Diamond
- Susan Frankel
- Dawn Hatch
- Paul Mausteller
- David Mincin
- Jacki Saunders

### **I. Discussions**

1. At the last meeting we identified an internet medium such as The Forum (forumhome.org) as a potential vehicle for communication. We invited Maureen Mann, from The Forum, to come speak with us and share information. Highlights of the discussion include:

- The Forum started in 2004. The Forum is a website that serves Candia, Deerfield, Northwood, and Nottingham. Impetus to start was lack of communication, events with USA Springs, and the need to communicate to diverse audience.
- They had similar path to solutions as our group is on..... lack of communication, wide audience, no two-way communication, etc. They had a small team (8) and decided to utilize a website. They did not have a budget.
- They learned that J-Lab had grant monies and proceeded with writing a grant (she will share a copy). They were awarded a \$10,000 grant. The grant was submitted in February and the result was out by May; the first published newsletter went out in August.
- They formed The Forum. They strive for non-partisan takes on all subjects. They do have an opinions section, along with local news, sports, arts & culture.
- Currently they spend \$50 a month for the site. They take advertising revenue and they do conduct fund raisers.
- Grassroots news effort team of about 8 to keep The Forum running smoothly.
- In addition to the website, they publish a print edition and distribute it to approximately 7,200 addressees in the 4 towns through the Post Office Bulk Mail. (They use Seacoast Printers, postage and printing costs around \$3K.)
- They conduct interviews with candidates running in the elections.
- They have active subscribers (they send Blast Outs for events, news, etc.).
- They continually solicit for articles, pull agendas from town websites, use Legacy for obituaries, receive SPCA contributors, etc.
- They track site visitors.
- Filed as a 501(c)(3). Pay annually for liability insurance (errors and omissions).
- They have an active Board of Directors.

We will continue to communicate with and learn from Maureen.

### **2. Other Business**

Liz no longer with the group.

We had limited time for other business but Steve cited cable statistics and Paul talked about other website possibilities. I will collect numbers from them and repost in future minutes. Jacki reported out the Envision Barrington meeting (team needs to act as a sub-group of the town, publish meeting minutes within 5 business days of meeting, and post agendas (submit to town officials)).

### Action Items

- a. Jacki to scan Envision Barrington packet and send out.
- b. Jacki to send out minutes of meeting and suggested agenda for team review.
- c. Jacki will send minutes and agenda to town official for posting.
- d. Ongoing Projects
  - i. Paul - Survey Monkey
  - ii. Jackie C – check our other forums or search for what awards given out
  - iii. Steve – Check out Portsmouth meeting place? & WMUR?
  - iv. (This was Liz's, we need to reassign) – Barrington website review, chamber website, search for other award winning town websites
  - v. Jacki S – document meetings, list of original people in meeting, site review
  - vi. Mike – tear into review of Barrington website's broken or missing links, help Jacki with notes.

### Team

- Jackie Cilley
- Steve Diamond
- George Dorset
- Susan Frankel
- Dawn Hatch
- Mike Houst
- Paul Mausteller
- David Mincin
- Jacki Saunders

Team Mail list:

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### Next Meeting

Thursday, July 10, 2014, 6:00PM, 8 Oakhill Road. Across from Congregational Church. This is Jacki Cilley's home. If her husband meets you at the door, just tell him you're with her Envision Barrington working group. This is a brown bag meeting, bring your own dinner.