

# Town of Shirley

## COMMUNICATION COMMITTEE



7 KEADY WAY – SHIRLEY, MASSACHUSETTS - 01464-2812

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### SHIRLEY COMMUNICATION COMMITTEE MINUTES of APRIL 4, 2017 TOWN HALL

#### Members Present:

Melissa Lynch, Gaynor Bigelbach, Jocelyn McCaffrey, Alexandra Begun

#### Advisor Member Present:

Holly Haase

#### Members not Present:

Marion Cardillo, Hailey Nogler

#### Guest: Timothy Hatch

#### Recording Clerk: Nancy Collins

The meeting was called to order at 7:02 PM by Holly Haase. All in favor. Motion passes. Scott Bulger is not able to be a member at this time. The Committee has an opening for his replacement. The election of officers will be postponed until the next meeting.

Mission Statement is a work in progress. Some of the wording discussed: keep the Town of Shirley informed and engaged, foster community spirit, relay non-partisan information to help residents make informed decisions.

#### Set Goals and Objectives

- a. Use of Social Media: a policy was recommended for social media that would be the responsibility of the Selectmen. A twitter and an email account will be initiated. Instagram and snapchat were discussed as possible options for communicating to the public. A search for a reasonable priced photographer was discussed. The Shirley Community page needs some updating. A booklet was given to each member pertaining to social media. A Facebook page for the Committee was discussed that Ms. Begun and Ms. Bigelbach would manage and monitor site. Throwback Thursday, Block Party, and a Selectmen's round table discussion along with meetings with each board and committee to discuss what they are responsible for.
- b. Website: responsive look, ease of use, personal comments, only certain people would be able to post. Updating of the town website will be worked on.
- c. Newspaper: meet with local newspapers to discuss the town wanting to engage news coverage. Newspaper coverage for citizens awards, current events and athletic accomplishments.

- d. Town Newsletter: Ms. Lynch showed an interest. She stated that Mail Chimp can be used for an email newsletter up to 20,000 recipients with no fee.

**Discussion on other items** The Committee's meetings will be held every two weeks. Holly Haase will be posting the meeting agendas on the town website. All agenda items should be submitted to Ms. Haase within her meeting the 48 hour window for posting meetings.

**Action Items** Alexandra Begun will set up email and twitter accounts. Email will be **commcomm@gmail.com**

Next meeting will be Tuesday April 18, 2017 at 7:00 PM

Motion was made by Melissa Lynch and seconded by Alexandra Begun at 8:32 PM to adjourn the meeting. All in favor. Motion passes.

Respectfully submitted,  
Nancy Collins, Recording Clerk

Date Accepted: \_\_\_\_\_

Melissa Lynch \_\_\_\_\_

Gaynor Bigelbach \_\_\_\_\_

Alexandra Begun \_\_\_\_\_

Marian Cardillo \_\_\_\_\_

Hailey Nogler \_\_\_\_\_

Jocelyn McCaffrey \_\_\_\_\_

Pursuant to the 'Open Meeting Law,' G.L. 39 § 23B, the approval of these minutes by the Board constitutes a certificate of the date, time, and place of the meeting, the members present and absent, and the actions taken at the meeting. Any other description of statements made by any person, or the summary of the discussion of any matter, is included for the purpose of context only, and no certification express or implied, is made by the Board as to the completeness or accuracy of such statements.