



Washington Grove Communications Working Group (CWG)

July 5, 2018 / 7:30 PM / 204 Ridge (Hines-Johnson residence)

This document is available at <https://tinyurl.com/ycp4fehs>

Attendees

Christine Dibble christinedibble@outlook.com
Kathie Evans virgoevans@gmail.com
Marilynn Frey marilynnf@comcast.net
Marida Hines maridahines@gmail.com
(Council liaison)
John Hutchinson Hutchjm@gmail.com
Terri Johnson
Betsy Klinger betsyklinger@aol.com
Kathy Lehman kathylehman@verizon.net
Jeff McCrehan mccrehan@icloud.com
Jane Seegal jseegal@gmail.com

Members Not in Attendance

Charlie Challstrom Chacha4498@yahoo.com
Georgette Cole georgetteWG@gmail.com
Sean Kelly skcejm@hotmail.com
Lisa Kokes gus_shovels@yahoo.com
Janet Lottero jmlottero@hotmail.com
Meg O'Connell meg@thoughtandpossibility.com

(Bill Saar wants to be connected but not join. Marida will be connection between him and the group.)

Minutes

1. The group determined that although the Open Meetings Act is not applicable to this group, nonetheless, in the interest of promoting effective communication, the Group will:
 - a. Provide adequate public advance notice of time and date of meetings, with a proposed agenda; and
 - b. Provide residents with regular updates on the Group's activities and decisions via the Town website.
2. **Group purpose.** The mission of the Communications Group is to prepare a report to the Town Council recommending best practices for ensuring effective, non-emergency communication from the Town to its residents.
3. **Group structure.** The group determined that in this initial meeting, a simple majority of attendees will suffice for approval of rules.
4. **Rules of governance:** The group agreed that:
 - a. The Communications Group is open to any legal (i.e., taxpaying) resident of the Town.

- b. Interested residents can join as voting members who carry out the group's work, or can participate "lite" by attending meetings and contributing ideas.
 - c. A minimum of six members must be present to call for a vote on any issue.
 - d. Betsy Klinger and Christine Dibble will share responsibility for setting up, documenting, and chairing meetings.
 - e. Working documents including proposed recommendations and meeting notes will be posted to Google Drive for comment. Any interested resident may review and comment, but editing and voting will be restricted to members. A simple majority of the members will be required for final approval; for meeting minutes, a majority of the members present at the meeting will be required for final approval..
 - f. The group will communicate in a timely manner all meeting notes, issues under review, and proposed recommendations to the residents and will welcome their input.
5. **Brainstorming on existing communications issues and opportunities:** The group identified the following issues and potential solutions relating to communications:
- Lack of communication:

Identified problems:

 - Residents don't see council, committee agendas prior to meetings;
 - Residents unaware of decisions made by committees, don't see minutes, committees don't always produce minutes;
 - Residents don't use the Town website
 - Lack of follow-up by Town Councilors after a resident expresses concern about an issue (in the public appearances portion of Council meetings, or otherwise.

Possibilities discussed:

 - TC could add "Old Business" to each agenda, so concerns don't just disappear
 - Timeliness of communication:

Identified problems:

 - Takes too long for minutes to be published;
 - Only regular form of communication is monthly newsletter;
 - Agendas sent to council, committee members so soon before meetings that members don't get a chance to review and comment prior to meetings

Possibilities discussed:

- Communications funding to support a “roving reporter” to write up what’s going on
 - Government meet and greet with residents
 - Built-in “translation” for Ordinances & Resolutions so it is easy to understand what and why
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- Lefleteering: Kathie Evans suggested that the CWG include in the scope of its work a proposal to present to the Council about guidelines for leafleteering in town. Specifically, Kathie expressed a concern that residents' distributing unsigned letters or leaflets should be discouraged. The CWG determined that developing these recommendations is outside the scope of its work, since the scope is limited to communications from the Council to residents, and suggested that Kathie discuss this concern during the Public Appearances portion of an upcoming Council meeting.

Action Items

1. Get these minutes posted on the Town website.

Draft of Agenda for Next Meeting

1. **Next meeting** will be Monday, July 16th at Jeff McCrehan’s house, 410 Brown, at 7:30 pm
2. **Approval of minutes for July 5 meeting.**
3. **Continue brainstorming about existing communications issues and opportunities**
4. **Discuss opportunities** – New technologies - what are some channels we could expand into?
 - a. Text alerts and reminders
 - b. Social - Twitter, Facebook, instagram, etc.
 - c. Emergency channels
 - d. Podcasts
 - e. Audio & video recording & streaming
 - f. New processes
 - g. Minutes approved by email or survey
 - h. Committee heads posting directly to website