**COMMUNICATIONS COMMITTEE MEETING MINUTES**



**February 26, 2019**

**2 PM – PHONE MEETING**

**In attendance:** Danielle Sicard (Easton), Kelly McElreath (Upton), Nancy Burnham (Athol), Andy Dowd (Northborough), Dianne Bucco (Wenham)

**Committee Membership –** Danielle noted that both Kelly & Lynn were no longer listed as members of the committee. The committee agreed to ask President Marie Ryan to expand the membership with 2 more positions. Kelly has indicated her willingness to continue on the committee and we would recommend that she be appointed to one of the new seats. In addition we think that the treasurer or assistant treasurer should be part of the committee as they handle the membership dues and benefits communications.

**Updates / Committee Roles:**

**Website Vendor Sponsorships –** Nancy reported that she has sent out the vendor website sponsorship letters and has 7 vendors and $4,400 for 2019, an increase of 2 additional vendors. She has sent the information to Kelly who will upload the sponsors logos/links according to their sponsorship level paid.

**Public Recorder Process** – Nancy contacts the MTCA President and Legislative Agent prior to the quarterly publishing months (March, June, September, December) to obtain materials for the Recorder. After receipt, she said them to Kelly who places them on the Public Recorder Page. Kelly also creates a PDF and posts the prior recorder under archives.

The committee recommended the following in regards to the Public Recorder:

* + Adding the date to the top of each submission so it’s obvious on the public recorder page the date of the current quarterly recorder – Nancy to include that before sending to Kelly.
	+ Sending email push to the MTCA gmail members when a new recorder is available online. Kelly work with VTHS on best way to do this before the March newsletter.
	+ Nancy to send email to webpage content managers (see below) a reminder to review and update their pages prior to the next recorder release. Danielle to have that list ready for the June recorder.

**Membership Benefits –** both Nancy (email) and Kelly (website) reported that they were mostly up to date with providing access via lists on the MTCA software. Nancy asked to have emails included on the membership benefits – inactivate email – outstanding report in the software – Danielle to take care of with LLData. Kelly noted that there are still some issues with clerks not understanding their user name and that they control who in their office has access – this should be addressed in the E-Board communication request below.

**Website** – The committee would like to develop ways to keep the website as up to date and accurate as possible without adding burdens to only a few members. The original approach was to have webpage contact managers (see past list below) – Danielle to update this list with current point of contacts and make them aware of the email reminder to update their pages from Nancy they will receive quarterly prior to the release of the new public recorder. Kelly / Andy will review the areas of concern or frequent document updates to suggest whether additional contact managers are needed or if others on the communication committee can take over portions to spread out the work.

Administrators: Kelly, Amy, Andy Danielle to Update

Webpage Content Managers:

* + Bylaw Review Amy Warfield
	+ Communications Committee Danielle Sicard
	+ Legislative Committee Cathy Harder-Bernier
	+ Mentoring Committee Danielle Sicard & Liz Greendale & Kelly McElreath
	+ Task Force Representative Danielle Sicard
	+ E-Board Secretary/President Liz Greendale & Marie Ryan
	+ Membership Treasurer/Assist Lynn Sibley & Danielle Sicard
	+ CMMC Certification Registrar Barbara LaBombard
	+ Scholarships 2nd VP Nancy Talbot
	+ Public Recorder Nancy Burnham

**Website recommendations:** Kelly / Andy

* Remove all the board/ committee members from the individual pages and have the E-Board Contact and Appointment lists available on the resources for each committee page.
* Clerks Library
	+ Samples or materials that are vetted should be placed on the mentoring pages if applicable – (I moved the Zoning & Land Use (Dec 2017) to Mentoring pages).
	+ Do we want to have the items from the Mentoring Welcome Packet and new clerk resource manuals from Mentoring Potpourri workshop page also available here? (Town Clerks Manual is on that page)
	+ Create headers for Surveys, Resources, link to welcome packet page/potpourri new clerk resource manuals?

**Review of documents / approaches for communication committee responsibilities**

**MTCA Email** Group [Etiquette Document](https://www.masstownclerks.org/sites/matownclerks/files/uploads/mtca_email_etiquette.pdf) – committee reviewed the document and felt it was appropriate as it was and didn’t need revision. It was noted that the document does say that anyone who is not following the protocols could be removed from the email group as we have had some issues with some clerks replying to all even after being spoken to. We believe that the policing responsibilities belongs with the President.

[**Membership Dues**](https://www.masstownclerks.org/sites/matownclerks/files/uploads/fy19_mtca_dues_form.pdf) **&** [**Benefits**](https://www.masstownclerks.org/sites/matownclerks/files/uploads/mtca_membership_flyer_fy18.pdf) **Communications** –committee reviewed the membership benefits flyer and felt it didn’t need revision. In an effort to assist with issues we may be having relative to clerks completing their membership forms correctly the committee asked Lynn to send out the draft to them so they can provide comments about any revisions/additions.

**Regional Association Webpages -** Dianne volunteered to update the County Clerks association contact information that is currently part of the Mentoring Welcome Packet. Dianne will also connect with the associations to offer the ability for them to have a page on our website. They would be given access to only that page of the site and would be required to produce and keep the page updated.

**E-Board communication request** – Danielle will draft a template for review with language on the following items:

* + - WEBSITE: User Names / Where to find: surveys / samples / mentoring documents
		- EMAIL: Etiquette
		- CONFERENCES: Add staff to Membership Dues Forms / credit for attendance

**Next Meeting Agenda items:**

* Website
	+ webpage content managers
	+ division of responsibilities
* Committee Roles defined (to be included for E-Board policies)
* New Fiscal Year Dues Notice Email / communications – use of Regional associations?
* E-Board communication request