



COMMUNICATIONS COMMITTEE MEETING MINUTES

July 28, 2021

2PM zoom meeting

In attendance: Danielle Sicard (Easton), Kelly McElreath (Upton), Andy Dowd (Northborough), Lynn Sibley (Whately), Nancy Burnham (Athol)

Review of documents / approaches for communication committee responsibilities

Committee Roles & Responsibilities

Changes - The committee voted to recommend the following edits to 2 sections in this document for the EBoards review at their upcoming August meeting.

- **Vendor Sponsor Coordinator**

- Send out vendor sponsor letters and applications – annually in [December-June](#)
- Process deposits for vendor sponsors in MTCA software – upon receipt
- Provide vendor logos to website administrators – annually by [February-August 1st](#)

- ~~**Public Recorder Editor**~~

- ~~• Contacts the MTCA President and Legislative Agent one month prior to the quarterly publishing months (March, June, September, December) to obtain materials for the Recorder; sets deadline for submittal to ensure publication during each publication month.~~
- ~~• Forwards received articles to Website Administrators for placement on Public Recorder page.~~

The committee had a robust discussion regarding the recommendation to discontinue with the public recorder noting some of the following important factors:

- We discontinued with the printed version of the public recorder because we were no longer receiving updates from State Agencies
- Clerks are obtaining real time information via email so the Public Recorder is outdated
- New Clerks do not even know what the public Recorder is
- No Public recorders were published in 2020 because of Covid and new election laws – and it was not missed by members

FY22 responsibility positions – everyone agreed to continue in their current roles in FY22 but that we would continue to put this on our agendas this year keeping in mind that we should look ahead to when Danielle will become President of the MTCA and a new chairperson will be necessary.

New Clerk / Welcome Email – we want to get back to sending out the welcome email to new clerks in in June and December each year. Danielle recommended that Lynn edit the document to include information regarding the Facebook Page access as well as the difference between that and the Gmail group as outlined in the Etiquette document.

New Fiscal Year Association dues – the FY22 dues notice was sent out this week. Another job well done by Lynn Sibley!

MTCA Email Group [Etiquette Document](#) – everyone agreed no changes needed to be made.

[Membership Dues](#) & [Benefits](#) Communications – everyone agreed no changes needed to be made.

Website

- Website Content User Guide / Trainings – this will be addressed at our next meeting
- New pages on our website – we hope to address the following over the next year:
 - Education Committee – has been started but needs to be moved from under E-Board to Under Committees – **Kelly to follow up with vendor**
 - Scholarships – 1st VP is working on the scholarship forms
 - Conferences – not sure if this should be on our home page or its own page or under Education?
- Website Upgrade – **Kelly will obtain a quote and listing of features** for a potential future upgrade

Website Summer Action reminders that need to be addressed:

- Welcome Correspondence – email to new members / **Lists to AP & OPCF - Lynn**
- Website coordinators – **Kelly / Andy**
 - Home Page – **Name Badges Information**
 - About us Page - **Useful Links – Andy / Kelly**
- E-Board
 - Current appointments / E Board Directory – **Bob / Wendy to update after August Eboard mtg**
 - Meetings – **Danielle / Bob trying to get information**
 - 2020 – no Agendas and Minutes posted
 - Minutes missing - 9/18/2019
 - Minutes approved? - 8/7/2019, 9/18/2019, 12/6/2019
- Committees:
 - Mentoring – Online Welcome Packet Coordinator – annual updates to welcome packet - **Andy**

Communication with members – we want to have templates to answer/address members FAQ's in addition to creating a "Signature Line" with common links and MTCA messaging for all MTCA official notifications by President, EBoard members and committees. We will begin to address this at our next meeting but some templates include:

- EMAIL Etiquette – Facebook vs Gmail posts
- WEBSITE - User Names / Where to find: surveys / samples / mentoring documents
- Membership – New Clerk Form / Who to contact to get set up

Committee Make Up – we have had 7 spots on the committee for several years but upon review of the MTCA Bylaws it appears that the committee should only have 5 spots. We recommend that the bylaws are reviewed and adjusted to include 7 members, with one being the Treasurer or Assistant Treasurer and in addition to the 7 members that any committee that has a presence on our website also have a representative as part of the committee.

Next Meeting – we plan to meet later this fall to continue our work with the following agenda items:

- Committee Roles – succession / transition plan
- Website Content User Guide / Trainings
- Communications with Members Templates