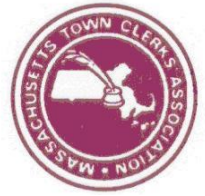


## COMMUNICATIONS COMMITTEE MEETING MINUTES

January 25, 2023 – 9AM - Zoom Meeting



**Members In attendance:** Danielle Sicard (Easton), Kelly McElreath (Plymouth), Andy Dowd (Northborough), Nancy Burnham (Athol), Elizabeth Gaffey (Walpole)

**Website Liaisons in attendance:** Education Committee - Trudy Reid (Wayland), MTCA Secretary - Jayne Davolio (Millbury), Legislative Committee – Dottie Powers (Westwood), CMMC Certification - Barbara LaBombard (Easthampton)

**Invited guests in attendance:** Trish Bessette (Avon)

**Invited guest unable to attend:** Cheryl Estrella (Freetown)

### WELCOME & REVIEW OF COMMITTEE MAKE UP

Danielle welcomed the committee members and reviewed the makeup of the committee which includes appointed committee members & liaisons from other committees who manage pages on our website. Danielle received confirmation from both Nancy (Atol) and Andy (Northborough) of their desire to continue on the committee after their term is due to expire in June. Susan Kelley (Duxbury) has submitted a resignation from the committee so we are looking for a new member (term to expire 2024) who may also have some interest and/or knowledge in website administration. *Danielle recommends adding the MTCA Secretary to the committee list as a liaison which is consistent with that position's role with management of the EBoard and Bylaw Review committee pages of the website.*

#### COMMUNICATION COMMITTEE

Lynn Sibley	Whately	Treasurer OR Assist. Treas	2021	
Nancy Burnham	Athol		2020	2023
Andrew Dowd	Northborough		2020	2023
Elizabeth Gaffey	Walpole		2022	2025
Susan Kelley	Duxbury		2021	2024
Kelly McElreath	Upton		2022	2025
Chair Danielle Sicard	Easton	Member & Mentoring Committee Rep	2021	2024
Dottie Powers	Westwood	Legislative Committee Rep	2021	
Trudy Reid	Wenham	Education Committee Rep	2021	
Barbara LaBombard	Easthampton	CMMC Certification/Exam Board	2021	

### REVIEW OF COMMUNICATION COMMITTEE DOCUMENTS

- **MTCA Email Group** [Etiquette Document](#) – Andy and Danielle to make edits

Andy suggested that we add a recommendation that when looking for information the member emails it to themselves and blind copies the association email to help avoid reply to all. The committee would like to add a 2<sup>nd</sup> page to the current document that includes:

- information on the use of the Facebook page as an alternative to email
- a Quick Tips section (search emails, county wide information) & examples (ballots arrived, personal fundraisers)

- **Membership Dues & Benefits Communications** – The committee believes these documents are still good and do not require changes at this time. We acknowledged that depending on how the new salary and staff survey response are that we may want to remove the clerk salary from the dues form along with obvious changes to contact information as we embark on new officers in 2024.
- **New Clerk / Welcome Email** – Trish Bessette as the potential new Treasurer/Assistant Treasurer in 2024 will review the draft document and will make edits as well as propose timelines for sending out communications regularly to new clerks. Andy will update the New clerk mentoring packet that is on the website and included in this email prior to any welcome emails to be sent.

## **COMMITTEE BREAKDOWN OF RESPONSIBILITIES**

- **MTCA Policy Book – Communications Committee section** – this will be sent to the Bylaw / Policy Review committee for review and hopeful vote of the EBoard in April or June. *Danielle recommends removing “the publication and archiving of Public Recorder Page,” from the top paragraph of this document as well.*
- **Responsibilities positions** – everyone agreed to maintain their role from the FY22 list. Danielle noted she would be willing to remain the chairperson for another year but that she would like to see someone move into this role as she moves to the 1<sup>st</sup> VP position in June. Changes to be made to the FY23 document:
  - Treasurer / Assistant treasurer roles – move towards potential new treasurer - Trish Bessette
  - Kelly is in Plymouth now
  - Trudy Reid has offered to help with website administration
  - Dottie is the legislative committee liaison

**WEBSITE** – Kelly and Andy reviewed the difficulties associated with their roles as website administrators and the need for additional assistance. Trudy Reid offered to assist with the website administration as she already does the website for the Education committee and Andy complimented her for work on that page. As we look for a new committee member we will look to get someone who is a committee member to fill this void as well. Next steps in the process:

- **Kelly & Andy** to provide access and permissions to those needing it to edit website pages
- **Danielle** will send Kelly and Andy the website content / user guide to review prior to disseminating that to all of the website liaisons

**PROPOSED MTCA SALARY & STAFF SURVEY** - Thank you to Cheryl Estrella, who could not be in attendance due to jury duty, and Barbara LaBombard for drafting a salary and staff survey and for bringing it to the Association for review and endorsement. The committee reviewed the draft and offered recommendations for changes to assist with capturing critical information in a user-friendly manner. The committee is excited about this survey and the potential to eliminate the need for individual members looking for this critical information to create and disseminate their own surveys. The committee is eager to launch the first go around of the survey – targeting the week of February 13<sup>th</sup>. The committee will be able to review the response rate from the survey and determine best way to implement this as a live survey and/or annual tool that can provide members with the information to sort and filter as suits their needs. Danielle will request that the launch of this survey be announced to the association at the Thursday lunch meeting next week in Devens.

**MTCA SURVEY RESPONSE – CONTACT COMMITTEE** – All attendees at the meeting agreed to be on this committee that will look to increase the # of communities responding to the election survey by contacting non-respondents between March 16<sup>th</sup> and 31<sup>st</sup>. Dottie Powers agreed to chair this committee and will work with the survey contact to obtain lists of communities who have not responded by the March 15<sup>th</sup> deadline.

## **NEXT MEETING                      February 9<sup>th</sup> at 10AM – via zoom                      Agenda items:**

- **Danielle Recommendations** (italicized above) – vote of support for both recommendations
  - Adding MTCA secretary to the Website liaisons for committee
  - MTCA Policy book – remove additional Public recorder references
- **Etiquette Document** - Review edits for publication on the website & release to association
- **MTCA annual Salary and staff survey** – Review edits for targeted release week of 2/13, discuss specifics around how to obtain high rate of response return and closing deadline
- **Contact Committee Meeting** – Chaired by Dottie Powers

Follow up Notes –

- The MTCA President is charged with policing the Gmail Etiquette of its members (in the Communication Committee section of the MTCA Policy Book)
- The dues deadline of September 30<sup>th</sup> is the MTCA bylaws. I will pass along the communication committees' recommendation to change that to September 1<sup>st</sup> to Bob