

Hawley Communications Committee (HCC)

Hawley, Massachusetts 01339

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| Meeting Minutes of: | Hawley Communications Committee Meeting, Monday, 7/16/12. |
| Meeting began at: | 7:35 pm at 121 Forget Road, East Hawley |
| Present: | Thom White, Jason Velazquez and Rick Kean (a quorum) |
| Absent: | Lark Thwing, On Vacation; Pete Mitchell, Conflicting Commitments |
| Others present: | None |
| Citizen comments: | None |
| Documents provided: | Agenda (attached); list of web plan ideas (not acted on or finalized) |
| Vote to approve minutes: | N/A, first official meeting |
| Purpose of the meeting: | To do four things: <ol style="list-style-type: none">1. Review and revise HCC Statement of Mission for presentation to the Selectboard (attached)2. Review and advance initial Website concepts:<ol style="list-style-type: none">a. Discuss what it would contain – categories of information and how they would be presentedb. How it would be organizedc. How we would keep track of work done and changes maded. Levels of security and who would have accesse. Capabilities of the chosen website system, Drupal (free, well established, secure, versatile, stable)f. Website features, like online local weather updates and centralized calendaring.g. Organization of web pages.h. How the website would be displayed during the development process3. Determine who will do what when, going forward. Items addressed included:<ol style="list-style-type: none">a. Committee members will be assigned “beats” for covering different Town departments and activities.b. Committee will have regular monthly meetings, at the Town Office, schedule permitting.c. At least one Committee member will (endeavor to) attend every Selectboard meeting – for learning as much as for reporting.d. Committee will establish a “Style Sheet” for Q/C and standard forms for gathering information.e. Committee will establish two editorial procedures:<ol style="list-style-type: none">i. One for material being submitted to the site; and,ii. Another for securing Selectboard approval before a any website section goes public, |
| The meeting adjourned at: | 9:40 pm. |

Respectfully Submitted,



Rick Kean, Chairperson – 7/17/2012

Hawley Communications Committee Statement of Mission

Complete and transparent communication is a responsibility of democratic government. These clear communications must be reflected in all Town of Hawley activities and business.

The Hawley Communications Committee (HCC) works under the guidance and direction of the Town of Hawley Selectboard. The HCC's mission is to enhance the opportunity for Hawley Townspeople to gather information more quickly and effectively.

The HCC will strive to make these communications clear, complete, timely and factual. It will use cost-effective electronic media that are generally available to Hawley residents, supplemented by more traditional media.

The HCC's primary audience includes Hawley residents, Town leaders and elected officials, governing boards, Town employees and those who have reason to work in, work for, visit or do commerce with the Town of Hawley and its businesses or its residents. Its secondary audience is the world at large. The HCC is keenly aware of the growing interconnectedness of communities near and far that have much to offer the people and institutions of our Town.

HCC Meeting

@ 121 Forget Road

Monday, July 16, 2012 @ 7:15 PM

A G E N D A

| General Topic | Discussion Points |
|---|---|
| 1. Welcome, Meeting Objectives | <ul style="list-style-type: none">■ Website■ Institute processes that help the Town Improve communications in general |
| 2. Communications Committee Statement of Mission | <ul style="list-style-type: none">■ Review of current state of document■ 'Final' revisions to same■ Discussion of Committee scope |
| 3. Website in Depth | <ul style="list-style-type: none">■ How should it be organized and what should it include?■ What about a 'change log'?■ What other documentation should we generate?■ Jason – learned about Drupal so far?■ Will Drupal work?■ _____■ _____■ _____■ _____ |
| 4. Gauging our Audience | <ul style="list-style-type: none">■ Should we do a survey of the Hawley community?■ ... online?■ How do we work with Virginia so she feels included rather than aced out?■ Should we ask for a Selectboard liaison person?■ How about the generational issues? |

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|--|---|
| <p>5. Person Power, Financial and (Perception) Management Issues</p> | <ul style="list-style-type: none"> ■ What skills do we each bring to the table? ■ How do we delegate the work and manage the tasks so we can make progress? ■ (How) Can we do it for zero \$\$ out-of-pocket? ■ Let's start building Jason's Book of Style Rules now. ■ Do we display the website before it's done? How? ■ Do we need to create our own internal editorial process? ■ Do we need a notice of development lockdown process? |
| <p>6. Housekeeping – Future Meetings, How Often, Where, Reporting to Selectboard, Roles</p> | <ul style="list-style-type: none"> ■ Do we need a regular meeting schedule? ■ Should one of us attend all Selectboard meetings? ■ Can we do teleconferences? |