

**STILLWATER TOWNSHIP COMMUNICATION COMMITTEE**

January 21, 2009 – Town Hall – 7:00 p.m.

**PRESENT:** Chairperson and Board Liaison Linda Countryman, Committee Members Fred Brandt, Lynne Murphy and Barbara Riehle, Newsletter Editor Bev Petrie and Supervisor Matt Beane.

Open Meeting Law – There was discussion of the open meeting law and issues regarding email. Comments among committee members should be filtered through the clerk rather than sent directly to each other.

Spring Newsletter Issue – The spring newsletter centers around the upcoming Township Annual Meeting. Don Empson will be a possible speaker. The Annual Meeting program is under development. The newsletter can have a promotional article about the website and there was discussion about going green with the newsletter and receiving copies electronically. The clerk will manage the data base of names and addresses. There can be mention of the fact that there are openings on the Communication Committee. The piece can mention that the position is compensated. A reminder about tax filing could go into the “In The Know” section. In the historic sites section, there could be a piece about the Curtiss School. Barb Medinger will have more information about that. Rick Jacobson can be contacted for information about the Farmers’ Market. There can also be a promotion about the Living Green Expo.

The website needs a copy of the October 2007 issue. Bev Petrie will send this to Bob Ranalla.

This issue should go to the printer by the second week in February to be in mailboxes by mid to late February.

Budget – There was discussion of comparing costs among different printers. There will be three newsletters per year, each no more than four pages with no color. Costs for the website include \$1,000 as a flat fee for Bob Ranalla, which includes the hosting cost, and \$1,000 for possible enhancements.

With respect to Committee meeting costs, 4 meetings per year should be sufficient, rather than every 6 weeks. Costs per meeting are:

- Members: 3 members x \$40/mtg x 4 mtgs/year = \$480
  - Clerk: \$75/mtg x 4 mtgs/year = 300
  - Board member: \$85/mtg x 4 mtgs/year = 340
- \$1,120

Printing costs will be reduced with an electronic version of the newsletter. As an inducement to get people to sign up, the email version could include more information.

Total budget for the communications:

- Web labor and hosting: \$1,000

- Web enhancements 1,000
- Newsletter labor 2,400
- Printing and postage 2,400
- Meeting reimbursement 1,120
- Total \$7,920

By-Laws – Lynne Murphy’s suggestions were reviewed and are attached. Next meeting there will be discussion of the Committee’s roles and responsibilities. Linda Countryman’s draft for the Town Board’s roles and responsibilities will be sent to members as a template.

Checklist –

- The website vision: add “encourage resident participation” and change to informed “citizen” decisions and change “mission” to “vision”
- There should be a sign by the town hall with the website address on it. Fred Brandt will look into signage costs. The costs could be taken from the enhancement item in the budget.
- The Web Maintenance and Update Log was reviewed:
  - Annual Meeting minutes – The clerk will check on this.
  - Steve Nelson will be asked to update the Public Safety Page
  - The Clerk will send the ordinance index to Bob Ranalla. There will be further discussion about having the actual ordinances put into electronic form.
  - Can the burning permit form be downloaded from the website?
  - Rick Jacobson will be contacted about the park and recreation information.
  - Bob Ranalla should give periodic prodding to those individuals with responsibility for keeping the website updated.
  - The website should have the full budget, not just the summary.

The website could have a survey as to what type of workshops residents may be interested in.

Next Meeting – There will be four meetings a year: before the annual meeting, in mid to late April and in late September or early October. A fourth meeting will concentrate on the website. The next meeting was set for Tuesday, April 21, 2009 at 7:00 p.m.

Adjournment – The meeting was adjourned at 10:00 p.m.

Submitted by: Kathy Schmoeckel  
 Communication Committee Clerk

