

## STILLWATER TOWNSHIP COMMUNICATION COMMITTEE

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

PRESENT: Chairperson and Board Liaison Sheila Marie Untiedt, Committee Members Fred Brandt, Lynne Murphy and Barbara Riehle, Newsletter Editor Bev Petrie and by telephone, Webmaster Bob Ranalla.

1. AGENDA – M/S/P Riehle/Murphy moved to adopt the agenda as amended. (4 ayes)
2. MINUTES – M/S/P Murphy/Riehle moved to approve the January 21, 2009 Stillwater Township Communication Committee meeting minutes as written.
3. COMMITTEE ROLES – Sheila Marie Untiedt had written up roles for the Communication Committee members which was reviewed. She will incorporate the suggested changes and send the final version to members.

(Bev Petrie arrived.)

All documents relevant to the committee (agendas, minutes, etc.) will be sent electronically. Other committees should be encouraged to do likewise.

4. NEWSLETTER – The next newsletter will be out in connection with heavy metal day. Sheila Marie Untiedt will check with the Town Board at their next meeting if a heavy metal day should be held this year.

Other items for the newsletter were:

- Organized Hauling – The process for changing to organized hauling will be started. A public hearing will be held at the Town Board meeting on June 11. There was discussion as to whether a survey could be done on the website to find out public sentiment for this change and/or to give feedback and opinions. The article could mention the differences in recycling for the different haulers.
- The newsletter should continue to include an item about signing up for an electronic version of the newsletter.
- People can be directed to check out the recent changes on the web.
- There was discussion as to how to make the web address stand out more on the newsletter.
- People can be invited to send in photographs to the web of interesting sites in the Township.
- There will be a picture of a place in the Township in the newsletter (and on the website) and people can be invited to identify it. The prize will be a gift certificate for the Township Farmers' Market.
- Sheila Marie Untiedt will check with the Town Board at their next meeting as to whether there should be a Township picnic this year.

The newsletter should go to the printer in no more than two weeks. The new Township letterhead should show the website address.

Bev Petrie signed a contract with the Township for her work as newsletter editor.

5. WEBSITE – Bob Ranalla said that photographs can be put on the website. Release verbiage will need to be included. Sheila Marie Untiedt will check with the Attorney for wording.

There was discussion of archive documents (ordinances, etc.) being on the website. This could be taken out of the “blue sky” portion of the budget. Sheila Marie Untiedt will check with the Town Board at their next meeting for their approval.

Fred Brandt felt that a complete version of the budget should be on the website in order to be more transparent. Sheila Marie Untiedt will check with the Town Board if they agree. Bob Ranalla will be able to track how many hits the budget gets to determine how much interest there is in this.

There was a discussion of pursuing classified ads from Township businesses. This can be as a sidebar. This idea supports the “shop locally” idea. There can be a free ad for the farmers’ market. Barbara Riehle offered to check on what could be a reasonable price.

Reserving the park shelter on line is still in the works.

The website should have the new Township address – 13636 90<sup>th</sup> Street North – listed.

Stillwater Township could have a page on face book.

6. NEXT MEETING – The next meeting will be Wednesday, September 16, 2009 at 7:00 p.m.

7. ADJOURNMENT – The meeting was adjourned at 9:15 p.m.

Submitted by: Kathy Schmoeckel  
Communication Committee Clerk