

STILLWATER TOWNSHIP COMMUNICATION COMMITTEE

September 23, 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 Webmaster Bob Ranalla.

1. AGENDA – M/S/P Riehle/Ranalla moved to adopt the agenda as written. (5 ayes)
2. MINUTES – M/S/P Riehle/Petrie moved to approve the April 21, 2009 Stillwater Township Communication Committee meeting minutes as written. (5 ayes)
3. NEWSLETTER – Ideas for the upcoming newsletter were discussed with the following suggestions made:
 - ? A story about community events to include something about the picnic and about the farmers' market. Sheila Marie Untiedt will remind Jim Doriott about sending in pictures. There are additional pictures that can be taken off of the website. Bev Petrie will interview farmers' market vendors and also Rick Jacobson for the article. The public will be invited to send feedback to the website.
 - ? Police report from Steve Nelson.
 - ? The recent buckthorn removal at Little Carnelian Park including the role of sentence to serve.
 - ? Who won the photo contest and a new picture contest.
 - ? Identifying sources of pollution in the St. Croix watershed, or more specifically, along Silver Creek.
 - ? A story about bees.
 - ? A story about the money saving things the Township has been doing. The public can be invited to send in their own cost saving ideas.
 - ? Further invite people to sign up for the electronic version of the newsletter.

The next issue will be out late October or early November.

4. WEBSITE – Bob Ranalla had a report on the unique hits to the website which is now up to about 1800/month. The number of pages people are looking at is about 3200/month. The most popular pages are public safety, Township officials, the ordinances and meeting dates. We now have online submission for park usage and Rick Jacobson is able to put a time block on the calendar for when the park is reserved.

There was a discussion of the blog on the FAQ page. Bev Petrie will tweak the electronic version of the newsletter to include links.

Pictures of the Town Board members should be included along with when their term expires and their telephone numbers.

(Lynne Murphy arrived.)

Other suggestions were made:

- ? Update copyright dates.

- ? The calendar should be bigger for more visibility.
- ? Use spell check.
- ? There should be more indentation within the box on the home page.
- ? In the disclaimer change “city” to “township”.

There was a discussion of possible problems with FAQ discussion and the open meeting law. The FAQ should post numbers for trash haulers, etc. See what other communities have done for this sort of thing.

There was a discussion of advertising and concerns about our ability to control content. The committee should determine guidelines and it should be limited to Township residents only. What do other townships do? We could try it and if it does not work out, we can take it out. What sort of responsibility does the Township have? Sheila Marie Untiedt will check with the attorney about craig’s list type advertising. This is a topic for discussion at the annual meeting.

(Bev Petrie left.)

With respect to visual appeal, the following suggestions were made:

- ? Add more color, maybe with small photos across the top.
- ? Newlinks should have the date and time posted.
- ? Make the home page only one page.
- ? Should a design professional look at this? Maybe someone on a Township board is in design.

The Treasurer’s monthly report should be posted on the web.

There was a discussion of having the Board’s voting record posted on the web. The votes are already in the minutes which are posted. What sort of criteria would we use? What have other communities done? There will be more discussion at the next meeting. Feedback can be solicited on the web under Hot Topics with wording such as “Would you be interested in seeing a Town Board voting summary posted on the web? All motions along with votes are currently published in the minutes which are already posted.”

5. NEXT MEETING – The next meeting will be on January 11 or January 13, 2010 before the next newsletter which will be out before the Annual Meeting in March.
6. TOWN BOARD LIAISON REPORT – Sheila Marie Untiedt reported on recent Town Board activities.
7. ADJOURNMENT – The meeting was adjourned at 10:05 p.m.

Submitted by: Kathy Schmoeckel
Communication Committee Clerk

