

STILLWATER TOWNSHIP COMMUNICATION COMMITTEE

WORK SESSION MEETING MINUTES

June 13, 2018 – Town Hall – 7:00 PM

PRESENT: Town Board Supervisor/Chairperson Jackie Garofalo, Newsletter Editor Kimberly Cole, Bob Ranalla Jr., Clerk Kathy Schmoeckel and Deputy Clerk Barbara Riehle.

WORK SESSION MEETING

1. GENERAL – A work session meeting was scheduled for Communication Committee staff to answer specific questions as it relates to the Newsletter Editor position to help facilitate and get our new Editor up to speed. Expectations and requirements were briefly discussed.
2. NEWSLETTER PLANNING
 - Contract Services – “Constant Contact” and “Mail Chimp” services were discussed. Kim Cole explained from her experience, how this type of service works. There would be a monthly subscription nominal fee based on our list size and offers a number of benefits:
 - ✓ Optimized newsletter templates, including mobile viewing, offering better delivery rates and increased professionalism.
 - ✓ Ability to create branded templates for other professional communications.
 - ✓ List management, including user subscribe and unsubscribe capabilities.
 - ✓ Analytics on email opens, scroll and clicks.
 - ✓ Increased efficiency and lower cost overall for creating newsletters
 - ✓ Option to communicate more frequently with residents (further matrix discussion)
 - Program (style, branding, etc.) – Kim Cole would design a template with our related logo, header, text and color pallet. This will take approximately 3-4 hours to create. Once created our framework will be in place for further communications.
3. CONSTANT CONTRACT – It was discussed and decided to go with this idea. If after a few editions it is not favorable, at that time a change will be revisited.
4. MAIL ADDRESS LIST – Bob Ranalla Jr. was present to offer suggestions and input.
5. OTHER/NEW BUSINESS
 - Template – Supervisor Jackie Garofalo will make contact with our previous newsletter editor to obtain the newsletter template she used for transitional purposes.

- Hard Copies – If the committee decides to go back to “hard copies” it will need to be budgeted in our 2020 Plan.
- Facebook URL/ invite- Before transfer of responsibilities, our previous administrator will need to make Kim Cole an administrator by invitation.
- Website – Once new service is in place our website will be updated so that our residents can subscribe.
- Social Media – Many ways of communication will continue to be discussed. (ex: Instagram, Twitter, etc.)
- Additional Newsletter Articles – Stonebridge Seal Coat, recycling, etc.

6. NEXT MEETING – September 2018

7. ADJOURNMENT

Submitted by: Deputy Clerk Barbara Riehle