

Minutes Communication Zoom meeting 10/28/2021 7 pm

*Present- Steve Poloni, Danielle Gehlert, Ted Coutilish, Carol Klenow, Tom Krolczyk and Jen Serra

*Minutes from May 2021 approved unanimously

*New Business

1. Discussed the ongoing design of website by Revise. This company was bid out in 2019 and used by GPF. The initial design began prior to the current communication meeting. This was the first opportunity to give input by the committee. Ted Coutilish would have recommended site map first before opening page. We were assured the site is compatible with all devices. Jen Serra, Carol Klenow and Danielle Gehlert were pleased and satisfied with appearance of initial page.

It was recommended the strategic planning of site be written by "one voice" at Revise.

2. All present agreed the FB site was a good launch at no cost to the city. The site needs to be kept fresh. There was recommendation to spotlight, employees, elected officials and residents during the slower winter months.

3. Our current calendar is produced by Label stop and the 2022 calendar content is being created. Danielle Gehlert suggested a subsidized calendar by residents, vendors and local businesses...ideally those owned by residents. A similar calendar was presented from the City of SCS.

This would free up an expenditure that could be allocated to a professional communication hire (2022-2023). Carol Klenow suggested bidding Blue book for the 2023 calendar project as their product is very elegant(utlized at GPYC as an example).

4. Budget discussion. Danielle Gehlert and Ted Coutilish would like to have an intern or part-time communication professional to manage the FB page, calendar, etc.

Steve Poloni shared that at this time, there is no surplus to hire a communication professional in the 2021-2022 year. A \$10,000 anonymous donation was made to go toward camera and calendar costs this year (2021-2022).

*No public comment. No additional attendees were not present.

*Meeting adjourned at approximately 8:30 pm

*Next Meeting: January 13th,2022, 7pm. Zoom or in person TBD.