



Highlands Communications Committee Meeting Minutes

Location: Virtual via Zoom

Date: 2/1/2022

Time: 7:00PM

Attendees:

Name	Present	Absent
Miranda Nash	X	
Don Melnyk	X	
Doug Widman	X	
Larry Chesal		X
Sheila Weinstock	X	
Jacqueline Kane	X	
Kurt Martin	X	
Alison Duncil	X	
Lorna Milbauer	X	

Agenda items

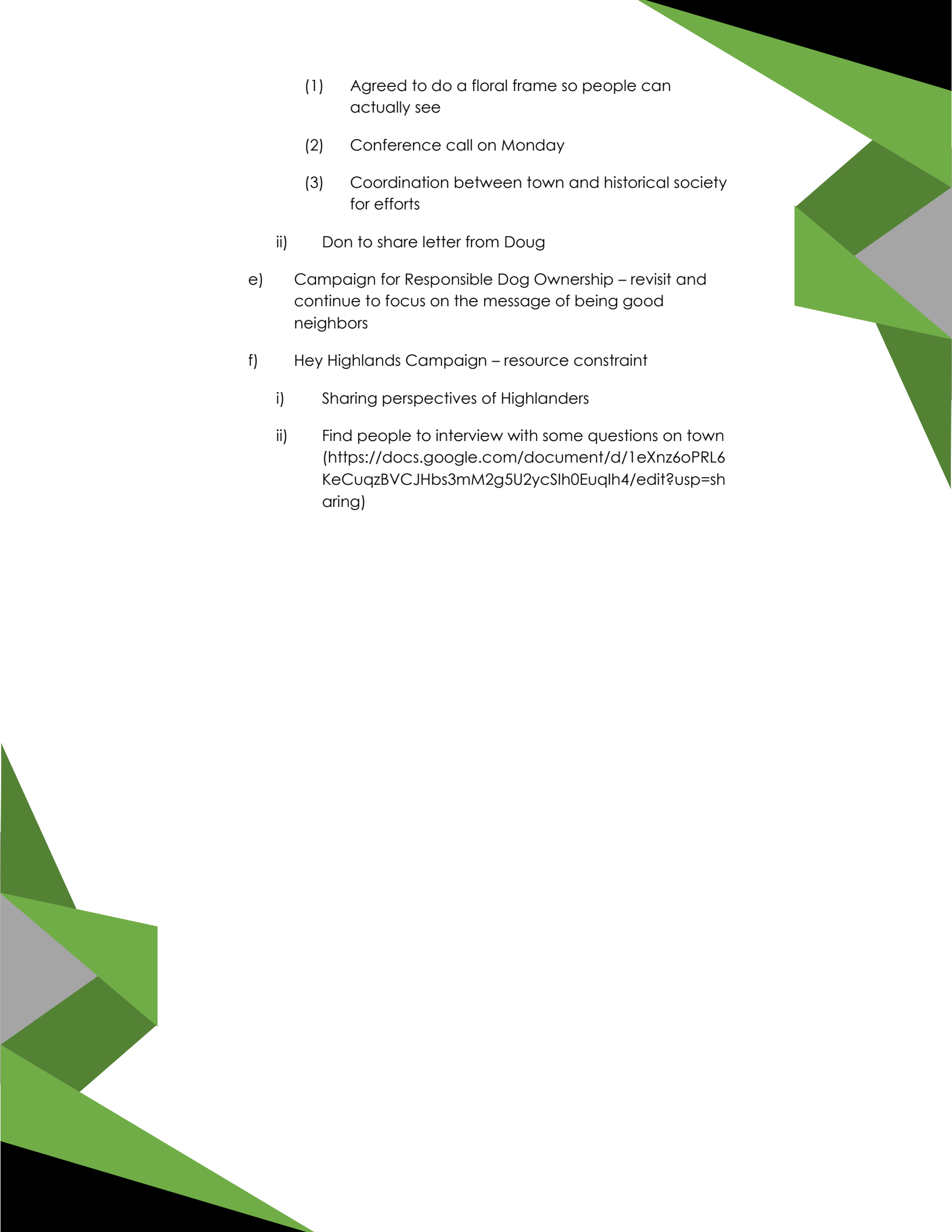
1. Approval of January Minutes

2. Report out – Community Organization Contacts
3. Report out – Welcome Kit Version One
4. Revisit Topic – Outreach to HOAs/Condo Associations –
Appoint Lead?
5. Any other business

Discussion items

1. Approval of January Minutes
2. Report out – Community Organization Contacts
 - a) FAS, HS, Garden Club, Lions Club, High School Seniors (Leos?) → emails sent to all but Lions (lions in person) looking to report out regularly
 - b) Looking for updates from clubs next month (already received from Garden Club!)
 - c) Logo usage? Bi-line → yes!
3. Report out – Welcome Kit Version One → Allison
 - a) Draft welcome letter for next meeting
 - b) Local items (menus/coupons/etc)
 - c) Historical notes → 8/9 page kit?
 - i) Who would pay?
 - ii) Would couples be discriminatory/favoritism
 - d) Focus on Welcome letter?
 - i) Avoid mailing/postage
 - ii) Back then, low email usage/statistics
 - iii) Times have changed...get them on website, get their email!
 - iv) Make an actionable goal
 - (1) Based on town new residents in 2021?
 - v) Don't forget to push Social Media (official channels)
 - e) Promote Community Orgs, Twin Lights Historical, HBP booklet

- i) Sheila to inventory
 - f) Highlight positives – like no beach badge requirements.
 - g) County Parks Materials
 - h) Don to connect with Nancy for CO as trigger to Welcome activity
- 4. Revisit Topic – Outreach to HOAs/Condo Associations – Appoint Lead?**
- a) Kurt will take point and reach out to boards
 - b) We should know the various boards at the associations so we have contact list
 - c) Create a contact script (short bullets emails, events, nixle)
 - d) Simplified sign-up for email
- 5. Any other business**
- a) Email analytics update
 - i) 50% open rate for weekly digest (excellent!)
 - ii) Click rate – 20-25% (high for email marketing)
 - iii) Campaign through LeagueApps to encourage sign-up
 - (1) Draft short email – Miranda/Allison → could be used for boards as well
 - (2) Over 400 emails
 - b) OEM updates for SOP's have been updated on the website
 - c) Communications template for other committees, fire dept, first aid, schools
 - i) Jacqui to draft a template for website submission request form
 - ii) Could be a function from Wordpress?
 - iii) Miranda to show Jacqui how to create forms
 - d) Twin Light Museum
 - i) Landscaping concerns

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- (1) Agreed to do a floral frame so people can actually see
 - (2) Conference call on Monday
 - (3) Coordination between town and historical society for efforts
- ii) Don to share letter from Doug
- e) Campaign for Responsible Dog Ownership – revisit and continue to focus on the message of being good neighbors
 - f) Hey Highlands Campaign – resource constraint
 - i) Sharing perspectives of Highlanders
 - ii) Find people to interview with some questions on town (<https://docs.google.com/document/d/1eXnz6oPRL6KeCuqzBVCJHbs3mM2g5U2ycSIh0Euqlh4/edit?usp=sharing>)