



TOWN OF STRATHAM

INCORPORATED 1716

10 BUNKER HILL AVENUE, STRATHAM NH 03885

VOICE (603) 772-4741 FAX (603) 775-0517

COMMUNICATIONS AND COMMUNITY ENGAGEMENT COMMITTEE

AGENDA

July 29, 2026

10:00 AM

**Stratham Municipal Center, Hutton Room
10 Bunker Hill Ave, Stratham, NH 03885**

- I. Call to order
- II. Roll Call
- III. Consideration of May 29, 2026 Minutes
- IV. Public Comment
- V. Review community feedback session feedback
- VI. Next meeting date
- VII. Adjournment

The Communications and Community Engagement Committee reserves the right to take up business in any order deemed appropriate by the Chair. A motion to enter Non-Public Session in accordance with RSA 91-A:3 may occur at any time during the meeting.

DRAFT MINUTES OF THE MAY 29, 2026 COMMUNICATIONS AND COMMUNITY ENGAGEMENT COMMITTEE MEETING

MEMBERS PRESENT: Joe Anderson, Geri Denton, Loren Schmidt, Kyle Hollasch and Karen Richard. Joe Anderson opened the meeting at 1:02pm.

ABSENT: Diane Smith, Hansini Woodbury

Mr. Anderson asked for a motion on the draft minutes. Ms. Denton motioned to accept the minutes of May 15 ~~April 10~~, 2026. Mr. Hollasch seconded the motion. All voted in favor.

Review of Quick Fixes

The committee reviewed Facebook activity from surrounding communities, comparing both posting frequency and content to Stratham's current approach. It was noted that Stratham posts less frequently than peer communities. Members suggested that when one Town department posts an update, other departments should re-post it to increase visibility and reach.

The group also discussed *Stratham Talks*, acknowledging that although it is not an official Town platform, many residents rely on it for information. It was agreed that members could ~~Mr. Anderson~~ will re-post official Town of Stratham content to Stratham Talks to help broaden communication.

The committee discussed the Select Board Newsletter and expressed concern that the sign-up option is difficult to locate on the Town website. Members agreed that this should be made more visible and user-friendly.

Mr. Anderson reported that Tedd Tramaloni is working on managing live video streams of public meetings, beginning with Select Board meetings.

The committee discussed ways to make it easier for residents to contact Town committees through the website. Ideas included:

- Creating generic committee email addresses (e.g., *Energy@strathamnh.gov*) that forward to committee chairs.
- Considering if online forms would be helpful.
- Adding a "Submit Feedback Here" button for general inquiries.
- Developing a centralized Contact Us page listing emails for all departments and committees.

Members emphasized the importance of consistent formatting and structure across all website pages.

The group agreed that the current website calendar needs significant improvement. Concerns included:

- Preference for a list-style layout rather than the current grid format for the calendar.
- Desire for more filtering and display options.

Members questioned how residents can sign up to receive agendas and minutes through the website and noted that this process should be clearer and easier to find.

Given the number of website improvements discussed, Ms. Denton will compile a consolidated list of requested changes. This list will help streamline communication with the website vendor and ensure all requested updates are clearly documented.

The committee discussed holding focus groups to gather direct feedback from the community regarding the Town's communication tools and website. Members agreed that these sessions should be recorded on video to ensure accuracy and transparency.

Mr. Anderson reviewed the list of potential focus group questions developed at the previous meeting. Mr. Hollasch suggested asking participants to identify the top three things they typically look for on the Town website. Ms. Denton recommended making the question more specific by offering examples such as "voting information" or "car registration."

Review of Community Communications Feedback Sessions

Each committee member will facilitate a focus group with a different segment of the community:

- Ms. Schmidt will recruit a younger demographic by advertising through the SMS newsletter and SMS Facebook pages. She plans to hold her session on June 25 at 7:30 PM
- Ms. Denton will focus on a general resident audience and will hold two sessions to accommodate varying schedules:
 - June 22 at 6:30 pm
 - June 20 at 10:00 am
- Ms. Smith will meet with senior residents, consistent with prior planning.
- Mr. Anderson will meet with Town staff to gather internal perspectives.
- Mr. Hollasch will meet individually with Mr. Roache and Ms. Knab

The committee discussed what information should be collected from volunteers. It was agreed that only the following would be required:

- Name
- Email address
- A checkbox confirming Stratham residency

Ms. Schmidt will create a Google Form to collect volunteer interest. The form will be shared through various newsletters and posted on the Town website.

Mr. Anderson stated that he will provide the Select Board with an update on the committee's progress at their June 15 meeting.

It was decided that this committee would next meet on Wednesday, July 29 at 10:00am

At 2:24pm Mr. Hollasch motioned to adjourn. Ms. Denton seconded the motion. All voted in favor.

Feedback Session Summary

Observations

- I get my info through:
 - The newsletter. Mentioned often across all groups that this is a significant source of info. However, some people said are not aware of the newsletter.
 - The senior's coffee hour.
 - The Town website.
 - The new library digital board.
 - Town hall bulletin boards.
 - Town Facebook pages – Parks & Rec, DPW, fire & police.
 - Stratham Talks. Very little awareness of the TOS Facebook page.
- Website comments:
 - "I'm better off to ask someone than to try and find it on the website."
 - Many said: "I struggle with the new website. I have difficulty navigating it."
 - "Bring back the old website."
 - I like the "flash" across the top.
- Need to publicize important meetings. "Communications are not linked up."
- From a Facebook user, "I'm not aware of an official TOS Facebook page."
- Is there a way to expand info that's in the newsletter.
- Short videos to reach younger populations. (IG, YouTube)
- Flashes of what's happening in two days from now. Videos, posts, website announcements.
- People should volunteer on town committees, to gain awareness of what's happening.
- Interest in watching meeting videos, either livestream or recordings.
- We need to make a quantum leap forward with social media. Reach more & younger people.
- Newsletter buttons: calendar (after it works) & website (possibly reservations).
- Use the e-alert more (examples => Drought level has changed. Roadside mowing today).
- Outside electronic sign. Office, Police, Fire & Park.

Potential Actions

- **Build a comprehensive list of website improvements. (See Brentwood's website)**
- **Improve TOS Facebook page, content and frequency.**
- **We need someone who is really good with social media and website skillsets.**
- **How can we expand the newsletter distribution?**
- **How can we improve the newsletter content? Explore mail chimp capabilities.**
- Get a digital board for the lobby. See Steve & Penny from the library about theirs.
- Create an Instagram Town page.
- One visible & comprehensive sign-up list for everything. Dover: [Sign Up to Stay in Touch](#)
- A unified website calendar that works.
- Supplement communication with a "printed" newsletter version, sent infrequently?
- Make it very easy to opt-in to agendas, minutes, etc.

Key Informants

From Tim:

Regarding Select Board and Planning Board meeting minutes, Karen spends a lot of time writing them, and Tim is open to some degree of automation to free up her time for other activities.

Kyle's commentary: This is probably worth pursuing for two reasons:

- Karen can spend time on other, more valuable activities
- Draft minutes can more easily be published within 5 business days

Karen's minutes far exceed what RSA-91a requires, which is a good thing, but we might be able to dial back on that detail once meetings are streamed, recorded, and accessible online. There is an app/service called BoardBreeze, specifically designed for these types of board meetings, which I'd like to test out on some past meeting recordings.

From Allison:

- Regarding social media, we should consider a policy or guidelines for responding to comments on posts, whether they are on one of the Town's pages or Stratham Talks.
- There's a general lack of knowledge about how the Town operates, for example the planning process. Some educational material or explainers would be helpful.

Kyle's commentary: Both are also worth pursuing. Explainers could be infographics or short videos - something to point people to when they seem confused about how/when/where to get involved.

Online – Key Informant Summary

- Need a centralized, filterable calendar system – such as iCal.
- Town info is fragmented and lacks consistency – website, social media & organizationally.
- Website lacks robust search functionality.
- The practice of posting scanned documents to town websites creates a barrier to accessibility, particularly regarding visual readability on mobile devices.
- Increasing the volume and clarity of updates on the Town's Facebook page was identified as a potentially effective and straightforward way to increase reach.

Original Quick Fixes

Exeter, Newmarket and Greenland. A summary of the “low hanging fruit” findings are:

- Town Facebook page needs a profile picture. Use the town seal.
- Low posting frequency – Average of 3.7 times per month, for the past six months. Exeter 16.2, Newmarket 11.5 and Greenland 15.8. Who are the admins of the Town of Stratham Facebook page?
- Need a clearer sign-up for the SB newsletter. People have to work to find it on the new website. Confusing vs e-notify.
- Standardized branding. Develop templates. See Exeter SB agenda highlight template.
- Select Board live meetings/recorded videos should have an introductory page, so people know this is the June 1, 2026 Stratham Select Board meeting.
- Better communication of significant board & committee initiatives, both in the newsletter and on social media.
- Ability for residents to communicate directly to boards and committees and to Select Board members (via the website).
- Kyle discussed formatting the home page calendar to more easily see immediately upcoming board & committee meetings. Or a filter to show a list of the next 30 days.
- Email notifications for new agendas and minutes.
- Greater use of the MC bulletin boards (“spruce-up”), portable outside message boards and perhaps add a video screen in the MC lobby.