



TOWN OF STRATHAM

INCORPORATED 1716

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COMMUNICATIONS AND COMMUNITY ENGAGEMENT COMMITTEE

AGENDA

August 26, 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 July 29, 2026 minutes
- IV. Public Comment
- V. Continued review of community feedback sessions.
Focus on newsletter and social media.
- 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 JULY 29, 2026 COMMUNICATIONS AND COMMUNITY ENGAGEMENT COMMITTEE MEETING

MEMBERS PRESENT: Joe Anderson, Geri Denton, Loren Schmidt, Kyle Hollasch, Diane Smith and Karen Richard.

ALSO IN ATTENDANCE: Seth Hickey, Rebecca Waltz

At 10:00am Mr. Anderson opened the meeting and asked for a motion on the May minutes. Mrs. Denton noted the adjourning time should be 2, not 12. Mr. Hollasch motioned to approve the May 29, 2026 minutes as amended. Mrs. Denton seconded the motion. All voted in favor.

Members provided summaries of their feedback sessions. Overall, it was determined that residents primarily obtain information through the newsletter and the Town website. There was agreement that the *Select Board Newsletter* should be renamed the "Town of Stratham Newsletter." Mr. Anderson stated that he would like to consult with Ms. Knab and Mr. Tramaloni before implementing the change.

Discussion then shifted to the negative feedback regarding the website. Mr. Hickey offered a brief overview of how the current vendor was chosen. Ms. Waltz, who has experience in website design, shared a list of questions, comments, and suggestions. She noted that when hovering over Boards & Committees, each committee should expand to show its sub-items. Ms. Denton observed that when a sub-menu contains only one item, that item should be listed directly and the sub-menu removed.

The group also discussed the scope of the Revize contract and questioned what services were included. Members agreed that creating a priority list would be beneficial and that updates could be completed using a phased approach.

The group decided to start with a few minor website changes.

- Add a scroll bar to the right of the home page
- Eliminate the blue tabs
- Remove Facebook from the top
- Delete the middle search ("What are you searching for?") and the blue Search tab
- Add an "X" to the Alert so that it can be deleted after being viewed
- Eliminate the green and blue circle (Share and Translate) to the left
- Delete the i and Facebook off the mobile and switch to Search
- Delete the word Home from the top navigation bar

Ms. Richard will submit tickets to Revize for these items.

Next meeting will be Wednesday, August 26th at 10:00.

At 11:40 am Ms. Schmidt motioned to adjourn. Mr. Anderson seconded the motion. All voted in favor.

Respectfully submitted,

Karen Richard

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.