

APPROVED MINUTES OF THE May 15, 2026

COMMUNICATIONS AND COMMUNITY ENGAGEMENT COMMITTEE MEETING

MEMBERS PRESENT: Joe Anderson, Geri Denton, Loren Schmidt, Diane Smith and Kyle Hollasch. Hansini Woodbury was absent. Joe Anderson opened the meeting at 1:02 pm.

Geri Denton moved to approve the minutes of April 10, 2026. Kyle Hollasch seconded. All voted to approve.

Each committee member reviewed their audit findings of Stratham's communication capabilities vs. 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.

Although not a part of the immediate action items, Diane discussed the very active seniors programing, particularly the Friday morning coffees.

Focus Group Discussion

Segment groups of people (seniors and under age 40 will have very different concerns)

- Online (targeting under age 40). Advertise via SMS newsletter and Facebook pages.
- General residents (Targeting age 40-65) Open request through the website & newsletter.
- Seniors (Targeting over age 65) Diane to recruit seniors from, Friday coffees and 76ers.
Joe can recruit from his neighborhood, if needed.
- Town employees. Joe to recruit.

Potential questions (These will need to be flushed out further):

- What types of town communication do people see now. How do you take in your data?
- How do you currently communicate with the Town.
- What would they want to see. Their vision of the communication gaps.
- What do you care most about in the Town?

Facilitators:

- Loren – online
- Geri – In-person. Could be 2 groups.
- Diane - seniors
- Joe – employees

Explore having a table at Summerfest. To listen to resident's ideas & get survey sign-ups.

The next meeting will take place on May 29th @ 1:00. At 2:14 pm. Geri Denton motioned to adjourn. Kyle Hollasch seconded the motion. All voted in favor.

Respectfully Submitted,

Joe Anderson