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 April 10, 2026. Mr. Hollasch seconded the motion. All voted in favor.

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 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."

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.
- 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.