MINUTES OF THE SEPTEMBER 22, 2026 COMMUNICATIONS AND COMMUNITY ENGAGEMENT COMMITTEE MEETING

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

ALSO IN ATTENDANCE: Seth Hickey, Gene Markey

At 10:00am Joe opened the meeting and asked for a motion on the August minutes. Lauren motioned to approve the August 26, 2026 minutes. Geri seconded the motion. All voted in favor.

Review of Initiatives:
Diane (non-digital initiatives). Diane shared that Friday coffees are a big draw and huge hit for seniors and stated about 30 people attend/session. She invited the Select Board members to attend once per month to share information and answer questions.

She indicated a mailer will go out soon to all homes in Stratham (1 of 2/year that they do) that will be geared towards adult programs. She will include information about signing up for the Town Newsletter on it. Gene will produce a draft and Diane will share with the group.

Geri asked if they are able to segment their lists among youth, adults, etc. but she said they go out to everyone. Seth said that he has the capability to segment on Mailchimp but hasn't had an opportunity to fully develop/utilize it yet.

Diane concluded by stating she uses emails, fliers on website, and word of mouth for specific events.

Lauren presented what she has completed for marketing town information on social media and the newly designed shared google calendar. The google calendar will work by inputting events in blue and corresponding posting dates in red. She shared several templates she designed for Facebook posts that can easily be edited in Canva for quick posting. There was discussion about the best ways to input information on the calendar; will it be sent to Ms. Richard to input or input directly by members? *(Not sure where we landed on this?)*

Lauren recommended 3 social posts per week.

Geri asked about how to best handle cross posting on Facebook (abbreviated on calendar as X Post). The committee should communicate to department heads that they should share their events with us so they can be cross posted. Conversely, they can share ours when appropriate. Geri asked how we will know which specific post should be used for the cross post and Lauren suggested that information be put into the description feature of the calendar. At the end of each month, she suggested posting the upcoming month's meetings. The group discussed what types of content should be included. Joe would like every Planning Board meeting highlighted. Lauren suggested setting up a newsletter sign-up option on Facebook and then sharing it to Stratham Talks. Primary posts should appear on the Stratham Facebook page, with optional

sharing to Stratham Talks. Joe noted that Facebook comments should remain turned off, emphasizing that the goal is simply to distribute information to the public.

Geri asked whether there should be a representative from the Library on our committee/calendar. Joe said he would reach out to Steve Butzel to discuss. Joe also recommended adding access to the calendar to Deb Bakie and a representative from the Planning Department.

Geri presented her findings on what makes a good Town Newsletter. She indicated that we are already doing most the recommendations. The group confirmed that the timing was appropriate (twice monthly). She suggested adding a "fun" piece to the newsletter (ex. Employee spotlight) to engage readers. Lauren suggested that some "fun" items could be shared on social media.

Geri indicated she would ask Deb Bakie about the rules for adding information to the town tax bill mailings to see if that was a possibility for increasing our subscriptions to the newsletter.

Joe then raised website concerns, particularly related to the calendar. It will cost approximately $1,000 to re-format it. The group discussed what the Revize contract covers. Members would like the calendar to display a rolling week, with an option to click through to the full calendar.

Geri proposed revising certain wording for clarity; for example, "Supervisors of the Checklist" could be labeled "New Voter Registration." She suggested adding Stratham Hill Park, Dog Walking, and E-Bikes to the Town Ordinance Amendments tile to increase interest. It was noted that the newsletter title has not been updated across all website locations. The group recommended adding a "Subscribe to the Newsletter" button under Latest News, along with a brief description explaining that the newsletter is bi-weekly and includes town updates and event information.

Kyle suggested that more committees should post their draft meeting minutes, noting inconsistencies across the website. The group discussed challenges related to this, including that volunteer committee members serve as minute takers, and the town appreciates their time and is hesitant to place additional demands on their workload. Karen noted that posting draft minutes is not legally required, though Kyle felt doing so would support the goal of increasing community involvement.

At 10:40am Geri motioned to adjourn. Lauren seconded the motion. All voted in favor.

Respectfully submitted,

Karen Richard