

Town of Winchendon

109 Front Street, Winchendon, MA 01475

Communications Committee Minutes

May 12, 2025

4:30 p.m. – Beals Memorial Library Trustees' Conference Room

MINUTES

Members Present: Katie Johnson, Amanda Phillips, Inanna Arthen, Guy Corbosiero

Absent: Greg Vine, Shaina Cunningham, David Connor

Others Present: Jane LaPointe

Meeting called to order by Chair Inanna Arthen at 4:38 p.m.

- **Member's Comments**
 - Guy: Next month is the 50th anniversary of the Communications Commission. Created June 16th, 1975. Originally called the Communications Advisory Committee.
 - Katie: Update on Override - COA Board and Friends of the Library met Wednesday, May 7th to strategize how to get people to Town Meeting. Community Connector is providing transportation to Town Meeting, free childcare onsite, Friends of the Library bought new yard signs - vote yes on Article 11. Keep the messaging simple for new timers.
 - Amanda: Already ran out of the Courier at Housing. Grabbed more from Inanna prior to the meeting.
- **Public Comments**
 - Jane: "Communication isn't going to solve..." misinformation on the internet. It's about establishing trust again; there are ways to do this. How do we effectively communicate about the Town Meeting or Town Hall?
- **Katie: Update on Community Connector launch - June 2nd. Running up against a brick wall of ideas to make an impactful marketing campaign.**
 - Inanna: big front page article about where we've been and where we are going.
- **Katie: Website Launch got pushed back. Katie is unsure about the new date.**
- **Confusion between the Communications Committee and the Community Connector project.**
 - Inanna explained that we are the Communications Commission, a town committee.
 - Community Connector project is a specific task force made up of stakeholders and community members trying to organize events around town.

- Inanna spoke with Annie and Christa about coming to one of our meetings and coordinating with Winchendon TV.
 - Helping them to create content and draw in viewership.
 - What are their metrics? How many times are their videos being viewed?
- Inanna wants to have Bill come in for one of our meetings
 - Katie: impress on Bill the importance of the Override information sessions. These should continue after Town Meeting to build trust in the community.
- Inanna suggested that we have a representative on the Economic Development Taskforce.
- Amanda: A resident asked how The Courier is being funded.
 - Inanna: Brought out the Community Connector insert and explained that the MassDOT grant is funding the Courier. Inanna saw the need for the Courier; "There is nothing like a local paper". We have an insert in the middle for the Community Connector that means we can use the grant to fund it.
 - Inanna: grant is short term - looking for advertisers to help fund The Courier longterm.
 - Big companies: Ford, Belletettes
 - Real estate ads
 - Legal ads
 - Guy: suggested solicitation email for one time donations. Inanna has an email list for those who donate.
 - Inanna wanted to print one month to see how it does - it's been extremely popular. Started with 500, 400 now in circulation.
 - Would be less expensive to hire a paper person than deliver through the mail for a small number of subscribers.
 - Holding a newspaper is comforting in tumultuous times. It disrupts the misinformation that people are experiencing on Facebook and the internet.
 - Katie: When do I get you the Community Connector insert write up by? Inanna" ASAP!!!
- Jane: The essence of community is talking to each other, being in person together. Getting people out together is unifying, despite politics.
- Guy moved to approved minutes from last month. Katie seconded. Approved unanimously
- Next meeting June 2nd at 4:30 PM.

Meeting adjourned at 5:21 p.m. Katie motioned, Amanda seconded.

Approved By: Inanna Arthen, Chau