

Town of Winchendon
109 Front Street, Winchendon, MA 01475
Communications Committee Minutes
November 4, 2024
4:00 p.m. – Town Hall Second Floor Auditorium

Members Present: Inanna Arthen, Dave Connor, Guy Corbosiero, Greg Vine

Absent: Katie Johnson

Others Present: Bill McKinney

Meeting called to order by consensus at 4:12 p.m.

Suggestion made to discuss the Communications Committee at the forthcoming HEAL Partnership Breakfast on November 11, request relayed by Dave from Shaina Cunningham (Community Outreach Coordinator).

General discussion of communication challenges in town and how the Committee might help address them. Members agree that the town needs a core information source and not try to spread duplicate messages around on various platforms. We need a “one push source” where news and information can be posted and will automatically be disseminated.

Primary goal for the Committee is to fill the remaining two vacant seats. We need four members for a quorum. A Youth member would bring valuable insights. It was noted that Murdock High School has a graduation requirement of a specific number of hours of public service.

We might do a survey of town residents to find out where people get their information in general.

We need to improve the SEO of the town website, so that the town’s website comes up first on searches for “Winchendon.”

Bill McKinney: the Winchendon Courier online got very good penetration reaching 10 percent of town residents (based on metrics). Most critical communications need is engaging and informing residents about the town’s financial needs and the importance of passing a Proposition 2-1/2 override next year for FY26.

Inanna Arthen elected Chair by unanimous vote of those present. Consensus to defer electing other officers (e.g. Vice Chair and Secretary) until vacant seats have been filled.

Next meeting date: Monday, December 2, 2024 at 4:30 p.m.

Adjourned, 5:00 p.m.

Minutes approved by:

Imanna Aster, chau