

Town of Winchendon
109 Front Street, Winchendon, MA 01475
Communications Committee Minutes
December 2, 2024
4:30 p.m. – Town Hall Second Floor Auditorium

Members Present: Inanna Arthen, Dave Connor, Guy Corbosiero, Shaina Cunningham
Absent: Katie Johnson, Greg Vine
Others Present: None

Meeting called to order by Chair Inanna Arthen at 4:48 p.m.

No members of the public present to comment.

Welcome to new member Shaina Cunningham. Consensus to defer electing other officers (e.g. Vice Chair and Secretary) until last vacant seat has been filled and we have full attendance.

Discussion of the revised town website, which is being funded through a grant. The Plymouth town website is an example of what we're aiming for (<https://www.plymouth-ma.gov/>).

Continuation of discussion about how to disseminate information to multiple platforms where people will see it, without this requiring a lot of person-hours for duplicate posts and updating information in a timely way. Very important to keep information current and accurate, it's a big job. Residents won't trust information or information sources if they're not kept unfailingly up to date. We need to synchronize the various town and organization calendars. We need a way to draw residents to the town website as their "first stop, one stop" for town news and information. It needs to be a central source.

We should ask Christa Belle from Winchendon TV to attend one of our meetings to discuss how we can work with Winchendon TV on messaging.

Next meeting date: Monday, January 6, 2025 at 4:30 p.m.

Adjourned, 5:45 p.m.

Minutes approved by:

Inanna Arthen, Chair
