10.15.26

Ad Hoc Commitee Meeting

In attendance;

Ann Heffernon, Dan LeClair, Lee Dunham, Mark Labelle, Jennie Gomarlo, Bob Audette, Steve Russell, Peg Richards, Jenna Carroll

Call to order 5:35 PM

Motion to approve meeting notes from 9.22.25 made by Russell, Seconded by LeClair. No discussion or questions, motion approved

Heffernon introduce Bob Audette.

Overview

The committee discussed developing a more engaging, community-focused newsletter and organizing the people, content, and tools needed to launch it.

Newsletter Direction

- The proposed publication would expand beyond town updates to include community events, history, library and recreation news, high school sports, business and community profiles, and information about local services. Audette suggests writing from two MRHS students as well as a child's book review. Recipes? Advice column. And photo's. Audette feels this will attract more readers. We would still ask Katie Collins for updates from the Dept heads and committee chairs, but only to collect and disseminate for now. Also Audette can comb through committee meeting notes and hone down the pertinent information for updates. To go curly for the last six months. What a rabit hole.
- The group discussed a primarily digital publication with links to detailed information and a shorter print version for distribution at locations such as the library and post office. As well as being mailed to a smaller list. The newsletter's name and final print/digital approach remain open.
- A community calendar using **What's Up Monadnock** was discussed as a possible source for local events. Tim Pipp, creator of this has modified it for our use and Heffernon is waiting for approval as an admin.
- We would use a Canva template and ask each regular provider for an article that is x amount of letters and simply cut and paste.

Editorial Model

- Audette described the need for an editor to coordinate contributors and deadlines, review content for accuracy and legal concerns, and oversee the editorial process. He agreed to serve as editor; others offered help with layout, links, photography, and the calendar.
- The group discussed using a reusable Canva template and producing a PDF that readers could print. Content should be concise, with summaries and links rather than reproducing full meeting minutes.
- Advertising and sponsorship could help sustain the publication. The committee discussed supporting local businesses while remaining open to sponsors beyond town, and avoiding political advertising.

Outreach and Launch

- The committee plans to seek community feedback and subscribers through tabling at Trunk or Treat on the 24th and at the election, using flyers and separate QR codes for the survey and email signup.
- Four survey responses had been received; none of those respondents preferred a printed copy. The survey will be promoted more broadly. Carroll will post the survey code and information on the Swanzey Community page and share with Heffernon who will post on SGC page as well as the town page.
- Heffernonsaid she would submit a request for the full $3,000 New Hampshire Humanities grant the following week. A December issue was discussed as an initial goal, with the publication expected to evolve over time.
- The next committee meeting was set for the 29th at 5:30.

Action Items

- Write and submit the full $3,000 New Hampshire Humanities grant request, drafting it this weekend and submitting it next week so the funds are available by year-end. (Heffernon)
- Contact Tim Pipp to obtain permission to use the customized Swansea community-calendar section. (Heffernon)
- Find out whether the high school has a journalism class or relevant student program by speaking with Lisa, to identify potential student sports contributors. (Audette)
- Serve as editor for the newsletter by coordinating contributors, proofreading content, checking accuracy and legal concerns, and keeping the next issue on schedule. (Audette has agreed).
- Table at Trunk or Treat on October 24 and at the election, covering the agreed morning, lunch, and end-of-day shifts and collecting community feedback. (Heffernon and LeClair)
- Maintain and update the community calendar, coordinating with the calendar provider and ensuring Swanzey events and town hearings are included. (Heffernon)
- Create sample front-page content for the newsletter mock-up to show at the October 24 Trunk or Treat event, with timing to be confirmed. (Audette)

- Compile and send the meeting notes and assignments to the committee by Sunday. (Heffernon)
- Create a flyer with the survey and e-newsletter QR codes, place it in a display holder, post it to the community page, and send the posted materials to Heffernon. (Carroll)

Outline

Newsletter Scope and Format

- Expand the existing newsletter with community features, events, local history, sports, business profiles, and service information.
- Consider a digital edition with links and a shorter print edition; the name and final format remain undecided.
- Keep content concise and use links to provide additional detail rather than reproducing full committee minutes.

Funding and Community Input

- Discussed advertising and sponsorship, including local business profiles and sponsors beyond town, while excluding political advertising. (Richards is interested in this, needs to connect off line with Heffernon)

All attendees are committed to specific roles (these will evolve) moving forward:

Audette-Editor

Carroll & LeClair-creating Canva template that is reusable