

12/16/21 OGWG meeting

Attendees Rose, Drew (acting chair), Maria, Tim

6:05 – Chairman Kellner called the meeting to order and stated quorum had been met.

The committee discussed the outline of engagement possibilities put together by Jill Ketchen. Maria asked about website analytics on current website. Drew explained that google analytics was bricked out due to the password information being linked to the old town website URL (.nh.us) and that we have not been able to recover things; there was also a question of whether old tracking would link to the new town website URL.

Tim asked about measuring pre-post implementation of CivicPlus options being contemplated. Drew said he viewed it as secondary to the warrant article, but that it should be considered.

Maria asked about the training bullet to “create a plan to train town staff and committees on best practices”. Drew responded that it ultimately rests with the Selectboard on how it is used and what the focus should be. It was further noted that the “recommendations from committee” bullet and subtopics were all items that would need attention after town meeting (assuming warrant article passes).

The committee turned their attention to the outreach opportunities that Jill had laid out in the outline. Rose suggested adding a digital “back pack” mail item through the SAU; it was noted that the powerpoint presentation slides could be distributed as a pdf for this purpose. The discussion moved to asking committee members to sign up and commit to some of the outreach venues. Drew signed up for Rotary & Lions club. Maria agreed to take on Seniors Lunch. Rose said she would be able to do some slots at the transfer station. Drew decided to nominate Tom & Pete to host a Zoom info session that could serve as the record. The committee felt that the power point presentation would likely be the backbone of content that could be used in various channels.

The committee took up the topic on suggested wording for a warrant article; acknowledging that there might be minor changes and would require dollar amounts to be refreshed as town meeting approached. Rose moved, Maria 2nd...passed unanimously:

To see if the Town will vote to raise and appropriate the sum of \$16,037.05 for the purpose of entering into an agreement with CivicPlus for the 1 year use of their “Civic Optimize” and “Civic Clerk – Paperless Agenda & Meeting Management” products. Ongoign use costs after year 1 would be rolled into the operating budget should the Selectboard and town administrator deem the investment worthy.

There was a brief discussion on continuing the committees work after town meeting. Drew moved, Tim 2nd....passed unanimously

To recommend to the Selectboard that if the committee’s warrant article pass the OGWG should be rechartered after town meeting to carry on the work that was begun under the current OGWG. There should be 5 voting members of which 1 will be SB Rep and 2 alternates.

There was some discussion on whether you could have more alternates. Drew reminded the group that the public was welcome to attend the meetings, but at some point, having too many members results in less participation.

The committee discussed the importance of stressing to the public the ability the products would allow for information sharing. It was specifically noted that Selectboard & Planning Board meeting packets are areas that should be highlighted in outreach power point presentation.

The committee tentatively set 1/13/21 at 6PM as next committee date but would need to clarify with the committee chair.

7PM adjournment – Tim moved, Rose 2nd passed unanimously.