



Winchester Communications Study Committee Approved Minutes February 10, 2022 via Zoom

Committee Chair Lance Grenzeback called the meeting to order at 7:00 p.m. Present: Catherine (“Casey”) Bauer, Lance Grenzeback, Tara M. Hughes, Shukong Ou, Carol Savage, Betsy Wall, Joyce Westner, Roger Wilson. Absent: Dorothy Simboli.

Also present Ex-officio Acting Town Manager Beth Rudolph, Town Clerk MaryEllen Lannon, Winchester Public Schools Operations Manager Andrew W. Marron.

Lance Grenzeback opened the meeting at 7 p.m. A motion was made and seconded to accept the minutes of the previous meeting. The motion was unanimously approved.

Lance and Carol Savage showed the committee a hand-drawn flow chart of town government, and also a list of ideas brainstormed from the last meeting. They also showed a draft of a survey to Town Meeting Members about how communications from the town could be improved. Brainstorming continued and these ideas will be added to the online documents available on the town’s website, on a page set up by MaryEllen Lannon. **Members** are asked to prioritize the list and discuss at the next meeting.

Casey Bauer, Carol, Lance, and Shukong Ou volunteered to sort the list of issues for further committee discussion. **Carol** will book a room for it.

Betsy Wall recommended that everyone look at Lexington’s 2020 communications best practices report. **MaryEllen** will investigate other towns where she has contacts among their town clerks.

MaryEllen will see if the town’s Notification System can be improved; Carol offered to help. **Beth Rudolph** will look for feedback to see if more Robocalls would be helpful.

Roger Wilson will talk to the local media outlets to find out how communication can be improved.

Shukong volunteered to help with the Town Meeting Members’ survey.

Carol and **Joyce Westner** will see what the CSC page on the town’s website needs.

Betsy, Andrew Marron, and MaryEllen volunteered to find examples of strategic plans to improve communication. Andrew will share the school system’s communications methods.

Next meeting will be via Zoom on Thursday, Feb. 17 at 4:30. The meeting adjourned at 9:15 p.m.

Respectfully submitted,
Joyce Westner, Recording Secretary