

Communications and Outreach Committee

Minutes – July 20, 2011

Meeting was called to order. Three committee members were present (Don Whitehead, Sharon Lake and Leslie Barnett). Tim Deegen and Charles Lindenblatt, Board members were present. Two stakeholders – Joe (???) and Elizabeth Reynolds.

The Committee chair assumed there was a quorum but has not been given an actual list of the committee members.

There were no minutes available to approve.

Sharon Lake was concerned about the Content Management System (CMS) and feels it needs to be changed. This is the system that provides our calendars and posts agenda's, etc. Sharon believes that the current system is too limiting. Sharon believes that there is \$1,000 allocated in the budget for web site maintenance. This needs to be explored further. The discussion can continue at the next meeting.

It was decided to ask Elizabeth Reynolds to be a stakeholder member of the Committee. She accepted and the names was submitted to the Executive Committee for a vote at the August 1, 2011, meeting.

National Night Out – Don Whitehead and Leslie Barnett both indicated they would attend and man the booth if necessary.

Future meetings will be on the 3rd Wednesday of the Month.

There was a discussion about the use of Facebook and Twitter and these networking programs could be used to make MCW more visible. This is expertise that Elizabeth has. She also sees two different groups of people that need to be brought into MCW and a need for different approaches. She sees the dividing line at age 45.

We need to try different ways of reaching out to the community. One suggestion was “walk arounds” which would take a lot of man power.

We discussed more timely press releases and using Beverly Press and the Larchmont press. Don Whitehead will follow up with the papers.

The chair attempted to get a Motion passed that would encourage and direct the other committee chairs to let this committee know as soon as possible when there is a known agenda item that should be publicized beyond the 5 day posting for the agendas. There was no consensus and no Motion.

Yavel Kramer came at the ending of the meeting and complained about the posting of the Special Meeting and an update of the committee members and chairs. He was advised to direct his comments to the Executive Committee.

The meeting was adjourned.