

Meeting Minutes: Communications Working Group

Date: July 28, 2026

Time: 3:30 PM

Location: Jordan Conference Room

Attendees:

Elizabeth Scifres, Chair

Stephanie Anderson

Penny Jordan

Pat Fox, Town Manager

Susana Measelle Hubbs, Public Communications Coordinator

Notice: These minutes were created using Google Gemini AI during the audio recording of this meeting.

The meeting focused on establishing a strategic communication plan for the town. A consensus was reached to use the existing March 2024 redlined document as the foundation for the new strategy, rather than drafting a new document from scratch.

To structure this strategy, the group adopted four primary objectives: Strategic Communication, Transparency and Accessibility, Engaged Town Council, and Community Engagement. It was also decided to include this under the umbrella of Priorities and Goals and tie them to Desired Outcomes. Collaboration on this framework will occur via a shared Google document, where members will contribute ideas and tasks.

Regarding communication with constituents, the discussion emphasized the need for consistent and clear email protocols. A proposed model for responding to public inquiries involves the chair sending an initial response that acknowledges receipt and directs residents to appropriate resources, with board members copied on the correspondence to maintain transparency. The group agreed to focus on operational consistency, aiming to improve predictability and trust across all public communications.

The group also evaluated current outreach efforts, noting that website and survey data indicate opportunities to improve information accessibility. Tax

bill mailings were identified as a cost-effective channel for official communication. Draft materials for these mailings are being refined to ensure they provide clear contact information and direct links to resources. A workshop to formalize Town Council email response protocols and review the framework is scheduled for the next Town Council workshop on Monday, August 10, 2026.

The committee will next meet on Tuesday, August 12, 2026, at 3:30 PM.