The meeting was held at the Hopkinton Town Hall, 1 Town House Road, Hopkinton, RI 02833. The meeting was a hybrid meeting; in-person and on Zoom.

Present: Caleb Grant, Etta Zasloff, Sarah Steverman; Town Councilor & Council Liaison Robert Marvel; Town Clerk Elizabeth Cook-Martin.

Call to Order:
Meeting was called to order at 4:10pm with a moment of silent meditation and a salute to the Flag.

Organization:
Caleb Grant nominated himself as secretary/agenda & minute filer, Sarah Steverman nominated herself as vice chair, and Etta Zasloff nominated herself as chairperson.
Sarah Steveman requested clarification on how many members would constitute a quorum for future meetings. Elizabeth Cook-Martin will follow up with town solicitor.

Approval of May 17, 2022 Minutes:
Motion made by Caleb Grant, seconded by Etta Zasloff, passed unanimously.

Report and review of responses received from social media:
Two members of the public were present and the committee encouraged them to speak.

First, Howard Mills expressed support for the task force and emphasized the importance of in-person and physical (paper) modes of communication coupled with personal outreach, especially to elderly communities in Hopkinton. Howard has done this type of work as a law enforcement officer for the town of Westerly, RI, and he is a member of the Hopkinton Police Commission. Howard was agreeable to coming to future meetings to discuss using this model in Hopkinton.

Second, Deborah O'Leary expressed support and emphasized the challenges of using email to communicate with elderly populations. She suggested regular, scheduled releases of information that have a consistent format are best, and she proposed a hybrid system that would include notices from all town departments and be physically posted in community locations in addition to being posted online or emailed out.

Sarah Steverman spoke about the social media responses which echoed the comments offered by the public. Sarah added there were many comments about needing to improve the town website and needing to put more in the local newspaper.
Etta offered to follow up on how the town could utilize local papers, and Sarah offered to follow up with a community member who commented extensively on improving the town website.

Discuss and consider establishing visionary goals:
Caleb Grant read the three points outlined in the Town Council's charge for the committee. In keeping with these three points, Etta Zasloff, Sarah Steverman, and Caleb Grant agreed on the visionary goal of

"Hopkinton Communications Committee will serve as a liaison to existing town departments and commissions in order to promote community engagement."

Outline/Diagram existing communication network:
The council discussed needing to review what currently exists (flow chart) for official communication between the town and community members. Council Liaison Bob Marvel explained the town uses Code Red through coordination with Ron McDonald, Director of Emergency Management, and that Jeff Frenette manages the town website. There was general discussion of needing to improve the town website and establish an official, regular form of communication (ex. Town Newsletter) that could be distributed broadly and, further, shared through non-official platforms (Facebook groups, physical bulletin boards).

Regarding the town website, Council Liaison Bon Marvel shared that the town has gone to RFP for different companies to overhaul the town website. And there was much discussion on the pros and cons of different website designs and structures, both in terms of the public-facing "page" and the internal administration/management of the website.

Sarah will follow up with the community member who commented extensively on social media regarding the town's website

Etta will follow up with Lisa to review what official communication structures are in place within the town and what channels could be used to gather "newsletter information" from the town council and other municipal departments.

Future agenda items:
-Request Jeff Frenette come to one of our meetings to discuss website design, forms
   of communication, how community members would opt-in to being emailed by the
   town, and whether this committee should have a town email.
-Report on the communication FlowChart from Etta Zasloff
-Report on the quorum rules from Lisa Cook-Martin
-Models for local in-person communication (invite Howard Mills)
-Schedule remaining meetings.
-Ongoing "Public Comment" agenda item.
-Ongoing "Future Agenda Items" agenda item.
-Ongoing "Recommendations Report" agenda item.

5:23 motion to adjourn by Caleb Grant, 2nd by Etta Zasloff, passed unanimously.

Submitted by Caleb Grant