

**LOUDON COMMUNICATIONS COUNCIL MINUTES OF APRIL 11, 2005 AT THE
COMMUNITY BUILDING – CHARLIE’S BARN, ON VILLAGE ROAD.**

Council Members Present:

Amanda Masse
Raymond Cummings

Lyford Merrow
Judy Merrow

Non-Members Present:

Tom McCue
Deb Kardaseski

- I. Secretary Amanda Masse distributed copies of the March 14th meeting minutes. Amanda apologized for the delay in receiving these minutes and noted that they have also been emailed. Those present reviewed the minutes. A motion was made by Raymond Cummings to accept the minutes; with a second by Judy Merrow, the minutes were unanimously accepted.
- II. Treasurer Dorothy Mulkhey was not present at the meeting. We will review the March and April Income and Expense Reports at the next meeting.
- III. Advertising Report – Terri Barton and Samantha French were not present. Deb Kardaseski reported that she had received Samantha’s paperwork and money for ads she sold for the May issue. Deb was meeting with Terri at the end of the meeting to collect the ads that she has for the upcoming issue. Currently there are 24 ads for the May issue. In the March issue there were 27 ads. Those present discussed the reasons for the increase in ad sales for the previous months which were home parties and the maple page. Communications Council members present reviewed the policy regarding ad discounts. It is policy for advertisers to receive the discount only when they have purchased and paid for an entire year’s ad contract.
- IV. Publisher’s Report – Deb Kardaseski reported on the May issue. She has received numerous articles from a wide variety of organizations in town. DARE Pizza night success, recipes, an obituary, MVHS community service day, a request for subjects article, VNA articles, and information about the renumbering of Staniels Road are among a few of the articles which will be included in the issue. Chairman Lyford Merrow was handed samples of other publications for review from a Loudon citizen. Deb noted that we have been able to keep to the schedule despite some delays and late submissions.
- V. Website – Rodney Phillips was out of state and unavailable for tonight’s meeting. He is working on the infrastructure of the website as well as the frequently asked questions section while waiting for responses from the survey. Amanda will follow up with Mary Ann regarding the survey that was being distributed to the departments and committees in town. Samples of the website layout and front “page” that Rodney had worked on were on hand for those who hadn’t seen the emailed versions. Those present talked about updating the current site to let people know what exciting things will be coming soon and that it is being worked on. Also updates each month in *The Ledger* will be helpful to keep the townspeople interested and informed.
- VI. Old Business –
 - A. Grant Writing – The possibility of securing funding from grants was brought up last month and Raymond will be doing further research on it. He believes that Merrimack County has a grant writer on staff that could possibly be utilized. There was concern raised that these sources of funds are generally one time sources and the funds cannot be guaranteed as part of a budget.

- B. Publishing Bid – Attorney Tom McCue distributed the job specifications for the Communications Coordinator position. Those present discussed a few wording changes and agreed to review the specifications further. Tom stated that he would email copies for those who were not able to attend the meeting. Final decisions on wording and the appropriate distribution method of the solicitation for bids will be made at the May meeting.
- C. Funding Allocations – As previously discussed, funds from advertisement sales and donations will be utilized prior to the town funding.
- D. Position Papers – This issue will need to be discussed when there are more Council members present. The Council will continue to follow the original guidelines and consider how to present pros and cons of an issue.

VII. New Business –

- A. Invoicing for Advertising – The invoicing procedures for ad sales will need to be addressed at an upcoming meeting. Those present were encouraged to brainstorm ways to avoid confusion and develop a consistent policy.

A motion was made by Amanda Masse to adjourn, with a second by Lyford Merrow, the meeting adjourned at 8:15 p.m.

The next production meeting for *The Ledger* will be held on Monday, May 9th at 6:30 p.m. and the regular monthly meeting of the Loudon Communications Council will immediately follow at 7:00 p.m. at Charlie's Barn in the village.

Respectfully Submitted,
Amanda Masse, Secretary
Loudon Communications Council