

LOUDON COMMUNICATIONS COUNCIL MINUTES OF MARCH 20, 2006 AT THE COMMUNITY BUILDING – CHARLIE’S BARN, ON VILLAGE ROAD.

Council Members Present:

Raymond Cummings Dorothy Mulkhey
Amanda Masse Kris Tripp
Tricia Ingraham

Non-Members Present:

Samantha French
Deb Kardaseski

- I. Advertising Reports – Samantha French reported that she had sold two yearly contracts and two new ads in addition to some of her regular monthly advertisers. She submitted paperwork for the ads and stated that she was already working on ads for next month. Terri Barton was not present but had spoken with Publication Coordinator Deb Kardaseski regarding the advertisements she sold. She has two new ads for this month and will get them to Deb before tomorrow. There were also two house account advertisements received for the month.

- II. Publication Coordinator – Deb Kardaseski reported on the April issue of *The Loudon Ledger*. She will be working on the town meeting wrap-up article and Raymond will review that prior to inclusion. There will also be a school district meeting wrap-up. Deb has received numerous articles and information from various organizations in town, the April issue will be a full one. Plans for the May issue were also discussed and include: possibly running the complete minutes of town meeting, health related articles, international recipes, town hall reconstruction update. Kris Tripp will be working on an article on the origin of Mother’s Day. Raymond noted that he would really like to see someone writing articles introducing the various town employees and explain what they do for the town. All those present were encouraged to spread the word that we are looking for someone to commit to doing these interviews and writing the articles. Deb Kardaseski noted that the deadline for May would need to be changed in order to have the paper come out in a timely manner. Council members agreed to move the deadline for submissions to May 12th and to move the Communications Council meeting date to Monday, May 15th in order to meet the deadlines.

- III. Secretary Amanda Masse distributed copies of the February 20th meeting minutes to those who had not received them via email. Those present reviewed the minutes. A motion was made by Kris Tripp to accept the minutes; with a second by Dorothy Mulkhey, the minutes were accepted.

- IV. Treasurer Dorothy Mulkhey read the income and expense report for February. For the month of February the beginning balance was \$6,695.00. There were deposits of \$1,055.00 and there were expenses of \$216.60. The ending balance for February was \$7,533.84. In the town account there is a balance of \$17,149.27. Dottie will continue to use this balance before June and prepay contracts to utilize these funds. A motion was made by Amanda Masse to accept the Treasurer’s report as read; with a second by Kris Tripp, the report was accepted.

- V. Website – Amanda Masse reported that the website was continuing to receive information from various organizations and seems to be getting utilized quite a bit by townspeople. Rodney will be placing an advertisement in the Ledger that asks for a computer savvy person to help with information collection from various groups and to help enter that information.

- VI. Old Business-

- a) New Member – Amanda Masse made a motion to appoint Tricia Ingraham as a Communications Council Director; with a second by Kris Tripp, the motion was unanimously accepted. The entire Communications Council welcomed Tricia to the Board. The recruit effort will continue as it is important to have more citizens involved. Articles will continue to run in *The Loudon Ledger* and on the website encouraging even more participation from all town organizations on The Loudon Communications Council.
- b) Town Meeting – The Communications Council’s budget remained in the Town of Loudon’s operating budget in the amount of \$12,000 for the 2006-2007 fiscal year.
- c) House Accounts – Those present discussed wording for a house account policy. Draft wording included, *an advertiser who mails in their advertisement information without being contacted by an advertising salesperson, will be a house account*. It was agreed that everyone should bring their recommendations to the next meeting and a policy will be finalized.
- d) Budget – Deb Kardaseski told Council members present that she would have a new proposal for the publication of The Loudon Ledger at the next meeting. There will be an increase due to the increased size of the paper and increase in layout work. Deb will also update the “Cost of Doing Business” paper to outline the budget items.

VII. New Business-

- a) Communications Council Contact List – Amanda will make the changes to this list and distribute through email to those on the list.

A motion was made by Amanda Masse to adjourn, with a second by Raymond Cummings, the meeting adjourned at 7:45 p.m. The next meeting of The Loudon Communications Council will be held on Monday, April 17th at 6:30 p.m. at The Community Building - Charlie’s Barn in the village.

Respectfully Submitted,
Amanda Masse, Secretary
Loudon Communications Council