

LOUDON COMMUNICATIONS COUNCIL MINUTES OF OCTOBER 10, 2005 AT THE COMMUNITY BUILDING – CHARLIE’S BARN, ON VILLAGE ROAD.

Council Members Present:

Raymond Cummings
Amanda Masse
Mary Ann Steele

Non-Members Present:

Dorothy Mulkhey
Kris Tripp (new member)

Samantha French
Deb Kardaseski

Tom McCue

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- I. Secretary Amanda Masse distributed copies of the September 12th meeting to those who had not received them via email. Those present reviewed the minutes. A motion was made by Raymond Cummings to accept the minutes; with a second by Dottie Mulkhey, the minutes were accepted.
 - II. Treasurer Dorothy Mulkhey read the income and expense report for September. For the month of September the beginning balance was \$5,360.12. There were deposits of \$325.00 and there were expenses of \$1,514.37. The ending balance for September was \$4,170.75. There is the entire \$20,000 in the town budget for the Communications Council to utilize if needed. A motion was made by Amanda Masse to accept the Treasurer’s report as read; with a second by Raymond Cummings, the report was accepted.
 - III. Publication Coordinator – Deb Kardaseski reported earlier at the production meeting, that there were a great number of informational articles or notices submitted for the upcoming issue. The front page story will be photos and notes on the flooding in town. Items that should be thought about for the upcoming December website introduction, holiday recipes, and Veteran’s Memorial dedication ceremony update. Coordinator Kardaseski distributed an updated schedule for *The Loudon Ledger* for the remainder of 2005 and 2006. The new schedule allows a later deadline but a tighter schedule with no room for late submissions of articles or advertisements. Amanda stated that she would contact the Selectmen’s office and secure the meeting facilities for the Communications Council meetings. Deb also discussed the possibility of adding a calendar inside the back cover of the Loudon Ledger for meetings and upcoming events. Also adding that individuals could add a birthday or anniversary announcement for a \$5.00 donation. All council members present agreed with this idea.
 - IV. Advertising – Samantha French submitted paperwork for ten advertisements and is working on the following month’s advertisers. Terri Barton was not present.
 - V. Website – Rodney Phillips was not present. Amanda reported for Rodney that there have been a few additions to organizations on the site. Rodney wanted a clarification on the policy regarding advertisers. Amanda Masse made a motion to accept the following policy: “advertisers to *The Loudon Ledger* with contracts over six months or those who continuously advertise will be included on the website.” Raymond Cummings moved to accept the motion; with a second by Mary Ann Steele, the policy was adopted. We will continue to publicize the website address: www.loudonnh.org for increased utilization and interest. Rodney Phillips had received a few suggestions for the banner at the top of the website from Gary Brooks of Intreza Studios here in Loudon. Copies of the suggestions were distributed. Council members present discussed the aspects they liked about the proposed banner. Amanda Masse stated she would let Rodney know what the Council liked about the designs. Council members present discussed the benefits to the townspeople of having Selectmens and Planning & Zoning offices to update their meeting minutes and agendas on the website. Amanda would draft a letter to the Selectman with the benefits of having that information made available on the secure website. Amanda noted that she will continue to work with various organizations in town updating

their information. An introduction to the website article will be included in an upcoming issue of *The Loudon Ledger*. Within that article we will be recruiting an individual, possibly a high school student, to help with updating content of the website.

- VI. New Communications Council Member Recruit – Mary Ann Steele made a motion to appoint Kris Tripp to fill the remainder of Bruce Dawson’s term, which expires in 2007, as a Communications Council Director. With a second by Amanda Masse; the motion was unanimously accepted. The entire Communications Council welcomed Kris 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.
- VII. Old Business –
 - A. Bylaws/Articles of Agreement/Mission Statement Review – It was agreed by all the Council members that in the future a complete review of the mission statement and these important documents will be necessary. At that time a complete bid process and policy will also be discussed.
 - B. Publication Coordinator Job Description – Mary Ann Steele made a motion to accept the Publication Coordinator Job Description as has been discussed over the last several months. With a second by Dorothy Mulkhey; the motion passed unanimously. Amanda will distribute a final copy to all with the minutes.
 - C. Advertising Salesperson Job Description – Amanda Masse made a motion to accept the Advertising Salesperson Job Description with the following bold and italicized changes: item #3 – keep a monthly record detailing insertion orders and payments; ***in a format acceptable to the council***. Item #5 – Ad salesperson (s) will turn ***over advertisements, ad insertion order monthly record to the Publication Coordinator and payments to the treasurer*** for ads sold for the month. With a second by Raymond Cummings the motion was accepted with those changes. Amanda will distribute a final copy to all with the minutes.
 - D. Classified Advertisements – An article will run in the next issue of The Loudon Ledger stating the policy that was adopted at last month’s meeting. The content will be subject to approval by The Communications Council and the costs are as follows for the classified advertisements; a 2-3 line one column ad will cost \$10 and a 4-5 line two column ad will cost \$15. These funds would be considered part of a “house account” as no commission would be paid or needed to service the accounts.
- VIII. New Business –
 - A. Suggestion Letter – Council members present discussed a letter received from a citizen regarding the Communications Council’s policy for “letters to the editor.” All those present agreed that the submission policy and mission statement are clear that this is not an outlet for opinions. Attorney McCue will respond in a formal letter to the citizen thanking the individual for the suggestions but clarifying the continued position of The Communications Council.
 - B. Signature of Annual Report – Attorney Tom McCue needed a motion to have the Treasurer sign the annual report. A motion was made by Mary Ann Steele to have the annual report signed by Treasurer Dorothy Mulkhey; with a second by Raymond Cummings, the motion carried.

- C. *Loudon Ledger* Tank Tops – Amanda Masse brought to the attention of the Council that the tank tops which were being used as prizes for a responder to the mystery photo had the incorrect website address printed on them. It was decided by those present to donate the tank tops to the local food pantry for distribution to those in need. Future correct responders will have their name published in the Mystery section.
- D. Advertiser Reimbursement – Samantha French asked the Council members present if the free ad which was promised to an advertiser could be utilized for the December issue. Those present agreed that the December issue would be fine.
- E. Communications Council Contact List – Amanda Masse passed around the spreadsheet of contact information for Council members for changes. Once changes are made, Amanda will distribute through email and have copies available at the next meeting.

A motion was made by Mary Ann Steele to adjourn, with a second by Dorothy Mulkhey, the meeting adjourned at 8:10 p.m.

The next production meeting for *The Ledger* will be held on Monday, November 14th at 6:30 p.m. and the regular monthly meeting of the Loudon Communications Council will immediately follow at 7:00 p.m. at The Community Building - Charlie's Barn in the village.

Respectfully Submitted,
Amanda Masse, Secretary
Loudon Communications Council