

**VILLAGE OF WESLEY CHAPEL  
COMMUNICATIONS COMMITTEE  
SPECIAL MEETING MINUTES  
June 28, 2018 – 7:00 P.M.  
6490 Weddington Road, Wesley Chapel, N.C. 28104**

**Committee Members Present:** Deb Bledsoe, Tammy Boyce, April Campagna  
**Committee Members Absent:** None  
**Staff:** Clerk Cheryl Bennett, Administrative Assistant Beth Leonard

**CALL TO ORDER/DETERMINATION OF QUORUM**

The meeting was called to order at 6:59 pm. A quorum was present.

**PUBLIC COMMENTS**

Mayor Horvath welcomed the committee to its initial meeting and gave a brief background on the creation of the committee. The Mayor discussed topics the committee should consider, including how to get information out to the citizens, reaching the widest audience possible, while maintaining a consistent message.

Kendall, a guest, attended the meeting to do research for a college course.

**REVIEW OPEN MEETINGS LAW AND VILLAGE COMMITTEE GUIDELINES**

Clerk Bennett reviewed North Carolina Open Meetings Law for the members, including what constitutes a meeting and the different types of meetings, what the Village's guidelines are for membership attendance and cancelling meetings. The minutes will be prepared two weeks ahead of the next meeting and will include the upcoming agenda, which can be amended at the meeting.

**DISCUSS RECOMMENDATIONS ON COMMITTEE CHARTER AND GOALS FOR PRESENTATION TO COUNCIL**

A discussion of what the goals of the committee should be took place and how to achieve them. The committee reviewed the charter of the Parks & Recreation committee. Ms. Bledsoe prepared a draft charter for the committee. Ms. Boyce felt the community needed a social media presence possibly including facebook, Instagram and Twitter. Clerk Bennett discussed the requirement to archive messages as they are public record and mentioned archiving services such as Smarsh, which can be expensive. Samples of social media policies from other communities were circulated to the members. The members discussed the Village website and how to make it more user-friendly with links to videos, etc.

**ADOPT A REGULAR MEETING SCHEDULE FOR 2018**

Ms. Bledsoe motioned to establish the meeting schedule as the fourth Thursday of each month. Ms. Boyce seconded the motion. The motion passed unanimously.

**CONSIDER APPOINTMENT OF COMMITTEE CHAIR AND SECRETARY**

Ms. Boyce motioned to appoint Ms. Bledsoe as Chair. Ms. Campagna seconded the motion. The motion passed unanimously.

Ms. Campagna motioned to appoint Administrative Assistant Leonard as Secretary. Ms. Bledsoe seconded the motion. The motion passed unanimously.

Ms. Campagna motioned to appoint Ms. Boyce as Vice Chair. Ms. Bledsoe seconded the motion. The motion passed unanimously.

**DISCUSS GUIDELINES FOR SOCIAL MEDIA POLICY AS REQUIRED BY STATE LAW**

The committee agreed to research social media policies of other communities and report back. There was discussion related to an existing Facebook page that is not administered by the Village but could be mistaken as an official page. Members also contemplated how to include Dogwood Park, which has an existing Facebook presence. Outreach to HOA boards was also discussed.

The committee also discussed the pros and cons of a monthly newsletter, which hasn't been done in the last three or four years. Drawbacks are that they are expensive and don't reach everyone in the community. An annual newsletter may be an option.

The committee discussed how to brand Wesley Chapel in a consistent way.

**DISCUSS AGENDA FOR NEXT MEETING**

Ms. Bledsoe listed potential items for the next agenda:

1. Committee Charter
2. Follow up on the unofficial Wesley Chapel facebook page
3. Research on facebook pages of other locales
4. Social media policy
5. Branding to include photos, identities

**ADJOURNMENT**

Ms. Boyce motioned to adjourn the meeting; Ms. Campagna seconded the motion. The motion passed unanimously.

The meeting adjourned at 8:28 p.m.

Respectfully submitted:

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Beth Leonard, Administrative Assistant  
& Secretary

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Deb Bledsoe, Chair

Approved: \_\_\_\_\_