

**VILLAGE OF WESLEY CHAPEL
COMMUNICATIONS COMMITTEE
MEETING MINUTES
July 26, 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: Administrative Assistant/Secretary Beth Leonard

CALL TO ORDER/DETERMINATION OF QUORUM

The meeting was called to order at 7:27 p.m. Ms. Boyce was delayed due to a family matter. A quorum was present.

PUBLIC COMMENTS

There were no public comments.

ADDITIONS, DELETIONS AND ADOPTION OF AGENDA

There were no changes to the agenda. There was committee consensus to approve the agenda.

APPROVAL OF MINUTES FROM THE JUNE 28, 2018 SPECIAL MEETING

Ms. Boyce motioned to approve the June 28, 2018 special meeting minutes; Ms. Campagna seconded the motion.

The motion passed unanimously.

DISCUSS RECOMMENDATIONS ON COMMITTEE CHARTER

Chair Bledsoe reviewed the proposed charter. The members discussed the committee goals and refined them. The members desire to eventually have a live feed of council meetings. They also would like to explore having video recordings of the council meetings on the village website. Secretary Leonard stated the audio recordings of the meeting are currently on the website via a YouTube link. Making town meetings more accessible was added as a goal, the goal of updating the village website as needed was deleted. Ms. Campagna motioned to recommend approval of the charter to Council with the changes discussed; Ms. Boyce seconded the motion.

The motion passed unanimously.

REPORT BY CHAIRMAN ON PRESENTATION TO COUNCIL

Chair Bledsoe updated the members on her report to Council of the first Communications Committee meeting. She discussed the committee goals and plans for the village's social media presence. Council members were concerned about the village being opened up to negative comments, etc. on the various social media sites. Chair Bledsoe informed Council other area communities allow comments on their

sites. Chair Bledsoe also mentioned the existing Facebook page that looks like an official village page. Village counsel will research what options the village has concerning this.

SOCIAL MEDIA PRESENCE

- A. Social Media Policy – The members agreed they liked the policy found on the Winston-Salem website. It was simple and to the point. It included guidelines on what was allowed to be posted.
- B. Unofficial Wesley Chapel Facebook page – Chair Bledsoe spoke with the person that operates the site in question. The individual was not interested in making changes and stated the site was for business.
- C. Research on Local Municipality Facebook pages – The members discussed the Facebook pages they had researched. Waxhaw and Indian Trail pages were very organized, streamlined and informative. It was noted Mineral Springs did not have a Facebook page, however their website included photos of elected officials and a description, etc. Also, all of the pages they researched allow comments on the feed. The committee plans to include a “pinned post” of guidelines that will always be at the top of the feed, which explains what can be posted and what will be removed.

BRANDING THE VILLAGE

The members contemplated what type of photos and information to use on the page and Chair Bledsoe shared the photo of the mayor in front of the town hall from a recent newspaper story. Other photo options that would represent Wesley Chapel were discussed as well. Members also talked about what image visually represents Wesley Chapel – dogwood trees (should trees be planted at the town hall?), the dome, Siler Church?

It was determined when the Facebook page is started it will be kept offline until approved by Council. Secretary Leonard questioned if Council will want to approve the content of the site before it goes live. Chair Bledsoe stated she reported to Council the committee was going to create a Facebook page. The committee suggested the possibility of the mayor coming to the next meeting to review the content. In order to do this, Chair Bledsoe will take screen shots of the page so Council and the mayor can see what is planned. Chair Bledsoe will follow up with Clerk Bennett.

Secretary Leonard informed the members the Parks and Recreation Committee appointed its member, Adam Brown, as a liaison to the Communications Committee to work together to promote park events. Mr. Brown can assist with social media efforts as needed.

The members decided the Facebook page will be the starting point of the social media presence and other platforms will be added as they move forward.

The members discussed more photo ideas and will continue the branding discussion at its next meeting.

OTHER BUSINESS

There was no other business.

ADJOURNMENT

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

The motion passed unanimously. The meeting ended at 8:45 p.m.

Respectfully submitted:

Beth Leonard, Administrative Assistant
& Secretary

Deb Bledsoe, Chair