VILLAGE OF WESLEY CHAPEL
COMMUNICATIONS COMMITTEE
MEETING MINUTES
October 25, 2018 – 7:00 P.M.
6490 Weddington Road, Wesley Chapel, N.C. 28104

Committee Members Present: Chair Deb Bledsoe, Tammy Boyce, Dana Crossman
Committee Members Absent: April Campagna
Staff: Administrative Assistant/Secretary Beth Leonard

CALL TO ORDER/DETERMINATION OF QUORUM
The meeting was called to order at 7:03 p.m.

PUBLIC COMMENTS
There were no public comments.

ADDITIONS, DELETIONS AND ADOPTION OF AGENDA
There were no changes to the agenda. Ms. Boyce motioned to accept the agenda; Ms. Crossman seconded the motion.

The motion passed unanimously.

APPROVAL OF MINUTES FROM THE SEPTEMBER 27, 2018 REGULAR MEETING
Ms. Crossman motioned to approve September 27, 2018 regular meeting minutes; Ms. Boyce seconded the motion.

The motion passed unanimously.

CHAIRMAN'S REPORT ON PRESENTATION TO COUNCIL – OCTOBER 08, 2018
Chair Bleldsoe updated Council on the Committee's new member, Dana Crossman. Chair Bledsoe also discussed ways to brand Wesley Chapel – dogwood blossoms, the dome, town hall, Dogwood Park. She reported on ways to utilized the Facebook page to get input from citizens. Chair Bledsoe updated Council on ideas for community involvement, such as planting dogwood trees. The committee has been discussing and planning for the Facebook page for several months, the mayor is anxious for the committee to approve the Facebook policy.

Chair Bledsoe would like the committee to decide what is reported to Council, rather than the chair determining independently. The committee has been satisfied with the chair's report and will provide input as they desire.

FACEBOOK PAGE UPDATE

Chair Bledsoe was pleased with changes to the Facebook policy made by the attorney. The committee discussed 3rd party disclosure as it relates to public information requests. Ms. Boyce motioned to recommend the updated Facebook policy for approval by Council. Ms. Crossman seconded the motion.

The motion passed unanimously.

Chair Bledsoe researched and reported on Facebook best practices. The committee agreed the administrators of the page will be the Chair, Vice Chair and the administrative assistant. The administrators will receive notifications on postings ongoing. The committee agreed that postings should occur twice a week (possibly more often in the future) and they will occur on Mondays and Thursdays.

SOCIAL MEDIA POLICY

Chair Bledsoe provided a draft policy for the committee to review and act on at a later meeting. The policy reflects more than just Facebook, it will be all encompassing.

SOCIAL MEDIA ARCHIVING COMPANY

Chair Bledsoe reported a decision has not been made on the archiving company. Research and discussions with other communities reveal that some hire an archiving company and some communities do not. The committee discussed the benefits and potential drawbacks. Chair Bledsoe spoke with representatives from Indian Trail on the company they use. Cost is a consideration and concern. If archiving is done inhouse, how time consuming will it be and will it be more economical to hire a firm? Also, there is a certain amount of comfort in hiring a professional firm to handle the archiving when starting out. After the one-year contract is up, the committee could determine that it is something that can be handled inhouse and discontinue the services. Chair Bledsoe will talk with Indian Trail again and ask specifically what they think about not having an archiver.

Chair Bledsoe reported there is currently a $4,000 budget for Communications, which is not exclusively for the committee but for the overall village budget. In the future, the committee agreed it should have its own budget.

BRANDING THE VILLAGE

The committee reviewed the photographs Chair Bledsoe presented and made selections. Chair Bledsoe will provide the selected photos to the mayor for review. Committee members discussed ideas for photographs (churches, elementary school, fire house, historic markers, horse farm, drone shots, new Novant facility, Fall Bash, flagpole ceremony, soccer fields, etc.). The community could be requested to submit historic photos of Wesley Chapel places and events via Facebook.

The Fall Bash was discussed. Chair Bledsoe will attend and take photographs; a hashtag could be used to collect photos from the community.

BUDGET DISCUSSION

The committee discussed monetary needs for the coming year. The first year for the archiver is $1,700 (less in subsequent years). Other costs could include printing/framing photographs, event related costs,

i.e. giveaways. The committee agreed on $3,000 for fiscal year 2019. Ms. Boyce motioned to request Council approve a $3,000 budget for 2019. Ms. Crossman seconded the motion.

The motion passed unanimously.

APPROVAL OF UDPATED CHARTER

Ms. Crossman motioned to recommend approval of the updated charter to Council. Ms. Boyce seconded the motion.

The motion passed unanimously.

OTHER BUSINESS

Chair Bledsoe reported on the Clerk's suggestion for the committee to utilize the lobby and its display cabinets for Wesley Chapel artifacts. The committee was enthusiastic about the opportunity and discussed various ways to obtain and display community artifacts, including student artwork, which could increase attendance at Council meetings by family members. Ms. Crossman motioned for the committee to accept the responsibility of the lobby displays. Ms. Boyce seconded the motion.

The motion passed unanimously.

The committee also discussed the meeting schedule for the remainder of the year. Ms. Boyce motioned to amend the regular meeting schedule by adding a regular meeting on November 29th and cancelling the December 27 regular meeting. Ms. Crossman seconded the motion.

The motion passed unanimously.

ADJOURNMENT

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

The motion passed unanimously. The meeting ended at 8:02 p.m.

Respectfully submitted:

Beth Leonard
Administrative Assistant & Secretary

Deb Bledsoe, Chair